

LIFE

WHAT DRUGS DO FOR MENTALLY SICK:
TWO ACTUAL CASES IN PHOTOS
CANDIDATES' VIEW OF CAMPAIGN:
THE ORDEAL AND THE AURA


LOVELY LIZ TAYLOR
IN MOVIE 'GIANT'




20 CENTS

OCTOBER 15, 1956

at last! all-day color that **WON'T GO FLAT**



new
INNER GLOW
Lipstick



gives you a **GLOW THAT LASTS**

At last an all-day lipstick that just won't get that flat look—a lipstick that stays fresh and glowing even when it's been on all day. Fabulous new INNER GLOW lipstick glows with soft, shimmering color—and it glows on and on and on! It's so brilliant, so long-lasting, so glowingly new and different you'll never use any other lipstick again!

INNER GLOW actually puts a dew-soft, transparent color-guard on your lips! It's the new secret of lips that stay velvety-soft and moist—of radiance that lasts without a letdown all the livelong day!

79¢ PLUS TAX

7 INNER GLOW COLORS

RHYTHM-IN-RED—blue-red
PINK PLUM—deep pink
LOOK-OUT RED—true-red
PINK-A-BOO—rosy pink
TROPIC SUN—golden red
PEACH-OF-A-PINK—rosy coral
CORAL—bright coral

CASHMERE BOUQUET COSMETICS...

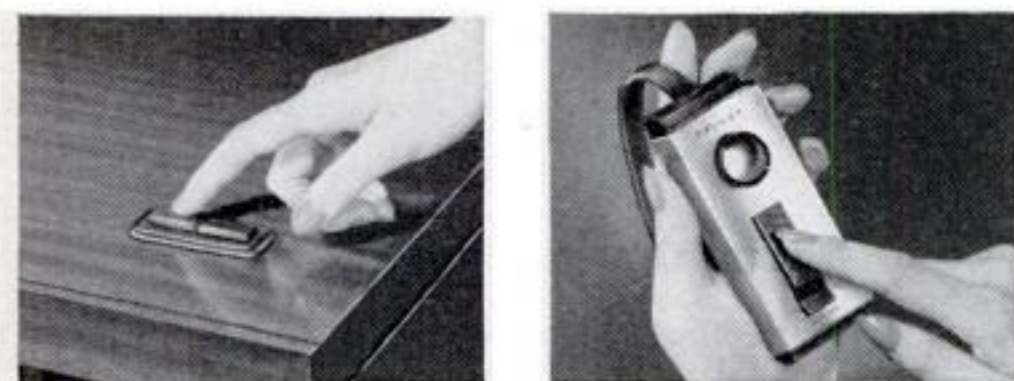
For all your beauty needs

OPEN YOUR EYES AND EARS TO A NEW KIND OF TV...

PHILCO DIAMOND D TELEVISION

Startling new mastery of Sight and Sound!

Philco invites you to look and listen to the first *perfect marriage* of sight and sound... brilliant result of Project Photosonic—three years of research and two far-reaching Philco inventions. Now a picture up to 50% brighter than any other TV offers at any price! And wedded to this diamond-bright picture power is a dynamic new outpouring of sound... crystal clear Sound Out Front, even in new low-priced horizontal consoles. Remember, if it isn't Philco Diamond D Television it isn't *photosonic*! And if it's not *photosonic* it's an "old hat" set. You can own Philco TV for only \$119.95.



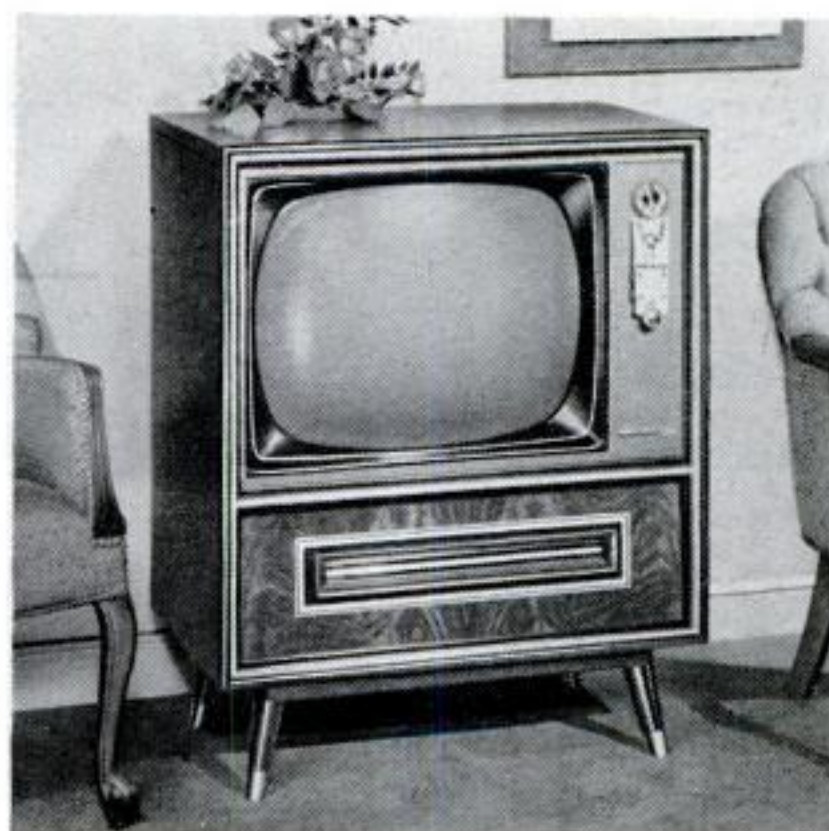
NO OTHER TV IS SO AUTOMATIC! At the top of the set... or by 4-Way Remote Control... just a touch turns the set on or off, changes stations, selects volume.



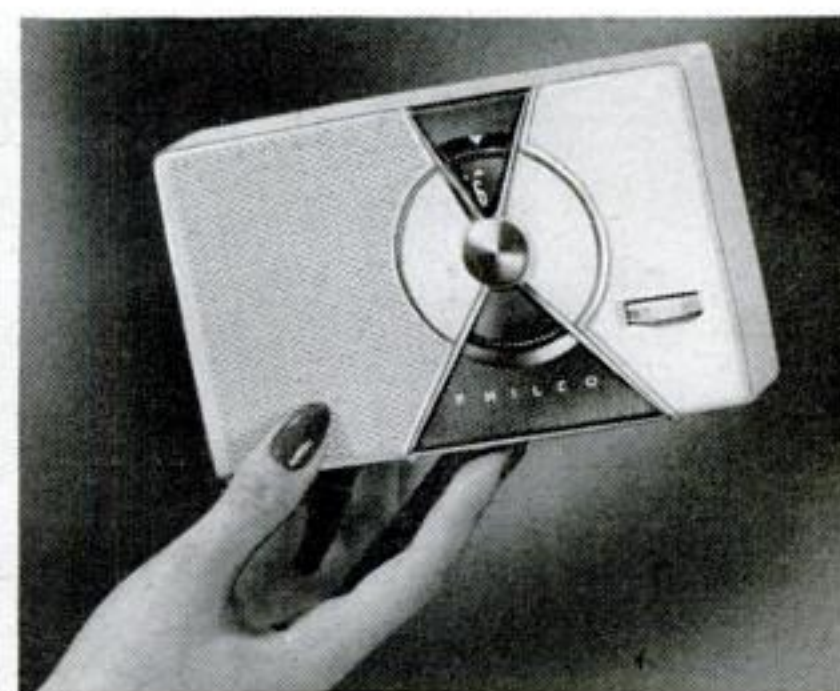
The New Philco 'Miss America'... world's most wanted giant-screen console in blond or mahogany. New Diamond D power plant for up to 50% more picture brightness. Dual up-front rectangular speakers with Acoustic Lens for studio-dynamic sound. Automatic Top Touch Tuning and 4-Way Remote Control.



BIG SCREEN TV—PLUS 4-SPEED PHONOGRAPH. Never before a *double value* to compare with it! Complete television-phonograph service in one compact horizontal console at a low table model price. Sound Out Front for both TV and records. Philco 4802.



A TRIUMPH OF PHOTOSONICS in contemporary styled swivel console. New up-front 14" rectangular speaker. High-voltage power plant for new mastery of sight and sound. Philco 4614.



MOST POWERFUL ALL-TRANSISTOR PERSONAL RADIO No tubes. No cords. 7 transistors operate on just 2 flashlight batteries. Plays 200 hours. Camera-size convenience. Leather carrying case. Philco T-7.

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PHILCO® Famous for Quality the World Over

This One



CBA0-LGH-4EX0

Contrasting campaign appeals

30

Stevenson clasps hands and otherwise goes all out to neutralize the Eisenhower personality in a photographic contrast of campaign appeals.



VOTERS' HANDS

Inspiration for a saint

90

Actress Siobhan McKenna, great portrayer of Shaw's Saint Joan, roams her poetic Irish homeland and finds spiritual inspiration for her role.



SIOBHAN IN IRELAND

New remedy for mentally ill

148

Dramatic case histories of two victims of schizophrenia illustrate the relief new tranquilizing drugs can bring to some mental patients.



PATIENT WITH DOCTOR

Fairless' fabulous feat

160

In a warm, personal story Benjamin Fairless, one of the world's greatest industrialists, tells how he began as a miner's son. First of two parts.



BENJAMIN FAIRLESS

'Stockholm' vs. 'Andrea Doria'

48

Officers from the two ships disagree on the basic facts of the "Doria's" sinking. The strange, old laws of the sea will finally prevail.



EXPERT TESTIMONY

Gigantic movie from 'Giant'

68

Edna Ferber's novel "Giant," which depicted the rich, frontier life of Texas, becomes an epic movie full of stars and three hours long.



STAR ELIZABETH TAYLOR

COVER

Elizabeth Taylor wears satin nightdress designed for honeymoon trip to Texas in the movie version of Edna Ferber's novel, "Giant" (pp. 68-74)

THE WEEK'S EVENTS

Stevenson goes all out against the Ike glow: both candidates step up their campaigning. Photographed for LIFE

by Frank Scherschel, Howard Sochurek, Ed Clark

The Bums of Brooklyn and their ritzy neighbors

A Look at the World's Week

A legal squall kicks up in wake of "Doria"

Ireland unveils statue of John Barry, father of

the U.S. Navy

EDITORIALS

Europe East: a stir of freedom

Europe West: a hope of union

PHOTOGRAPHIC ESSAYS

Saint Joan in Ireland: Siobhan McKenna visits scenes of her homeland which give native strength to her portrayal of Irishman Shaw's martyr. Photographed for LIFE in color by Gjon Mili

Return to sanity in 12 weeks: new drugs restore mental victims to normal life. Photographed for LIFE by Fritz Goro

CLOSE-UP

Matron with a torch song: broke, unknown and 43, Roberta Sherwood has a sudden success. By Joe McCarthy

ARTICLE

It could only happen in the U.S.: Benjamin Fairless, a coal miner's son from Pigeon Run, Ohio, tells in the first of two articles how he rose to the summit of American industry

MUSIC

Jack Benny battles the classics in Carnegie Hall

OPERA

Set to music, the story of David gets Hollywood Bowl treatment

MOVIES

A tale of a rich land and its lords: Edna Ferber's "Giant" makes an epic film of Texas

FASHION

Finery for fair young ladies: children's clothes stem from hit show

ANIMALS

A rare Indian rhinoceros is the first to be born in captivity

SCIENCE

An eerie model of a satellite goes on display in New York

RELIGION

Cross in the canyon: chapel with unique facade rises from Arizona rock

NATURE

Dazzling collection of pheasants from Asia is assembled in North Carolina. Photographed for LIFE in color by Nina Leen

MODERN LIVING

De luxe dog domiciles: architects give thought to canine comfort

TELEVISION

Doffing mitts, prizefighters toss more TV cues than punches

INDUSTRY

A 1957 U.S. car makes its bow in Moscow

PARTY

A big time for the Biddles: new play about Philadelphia family brings forth the cream of Main Line society

OTHER DEPARTMENTS

Speaking of Pictures: fathers and their look-alike sons

Letters to the Editors

Miscellany: heels over head in work

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CLEAN! EASY! FAST!



The situation has Ed Wallace well in hand as he demonstrates the art of changing a ribbon.

Revolt on the Typewriter

By ED WALLACE
Staff Writer

A MOST wonderful thing has come to pass. They've invented a ribbon which can be changed by a typist as easily as she powders her nose, and with much less muss. After changing this ribbon the hands are clean, the mind is clear.

Three and a half million professional typists in the United States will cheer this news, but in other crafts it is already causing consternation.

The division of opinion is between typists and writers. Typists, as a class, are capable of changing a ribbon, even a most cantankerous ribbon, but writers, almost to a man, like to brag that they never changed a ribbon in their lives.

Among the professions which are slow to change a ribbon, newspaper reporters are second to none, and among these the sports writers are the most reluctant of all.

Among the initial experiments Paul Gardner, a former sports writer, now wearing heavy rimmed glasses with a big advertising agency, was asked to change an ordinary ribbon on an ordinary typewriter.

A stopwatch timed him at exactly 5 minutes and 19 seconds... he rolled with the ribbon, like a bug bear playing with a watermelon. He dropped the spools and the ribbon unwound. He wound it back, but it was reversed on one end. An end segment hung out like the tongue of an unlaced shoe.

Finally, he had scrambled the spools into place and eventually, at 5:19, he had the typewriter in working condition.

A stenographer, Miss Claire Mella, was then asked to change the ribbon on the new model. Miss Mella simply grasped the used ribbon in two hands, a spool for each, and lifted it out. Then she took another new method ribbon, with two spools attached in plastic containers, snapped them in two and placed them on the machine. It required about nine seconds to complete the change.

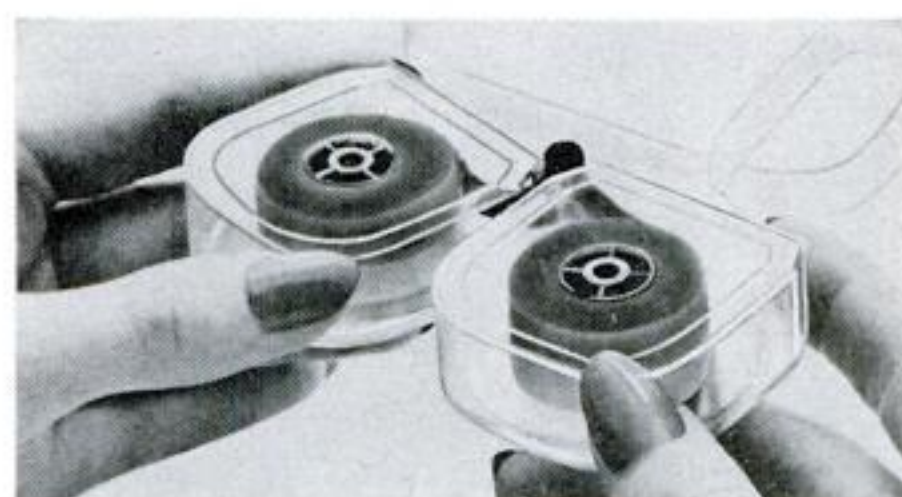
Gordon Ackland of Royal then outlined the evolution of the modern typewriter ribbon. At first it was attached to a spool by a small dagger point through which the ribbon was drawn, sometimes including the thumb. Next move was to make a loop in the ribbon which could be fastened over a post on the spool center. Then nothing happened for a decade or two until this new two-spool job. Up to now a ribbon has been contained on a single spool, making it necessary to free an old spool and attach the new ribbon to it. Now you dump everything and start all new.

Although the two spooler at present will work only on the new 1957 portable model, full size commercial machines are expected to follow, employing the same mechanisms, Mr. Ackland said.

No wonder the press was excited! Changing ribbons on the 1957 Royal Portable is as simple as this:



1 Lift out used ribbon and throw it away. There's no ribbon to wind. No mess. Both spools are disposable.



2 New ribbon comes already wound in two plastic boxes. Nothing to thread! No way to get fingers dirty!



3 Just drop it in place. You're ready to type. All in a matter of seconds!

No dirty fingers! No wasted time! It's what everyone who's ever typed has wanted. And only the 1957 Royal Portable's got it.



The famous Royal Quiet Deluxe® with TWIN PAK, the quick change ribbon...

ROYAL® portable

No down payment—24 months to pay

Royal Typewriter Company, Division of Royal McBee Corporation



Stay neat in wash-and-wear gabardines made with "Dacron". These *fall* slacks are washable—seldom need ironing, dry with press in and wrinkles out. And because they're made with "Dacron"* polyester fiber, they keep you looking neater between washings, even in damp fall weather. Get these benefits built in for the life of your slacks—get wash-and-wear fall gabardines made with *high percentages* of "Dacron" blended with rayon.

For stores in your shopping area that sell wash-and-wear gabardine slacks made with "Dacron", call *Western Union* and ask for *Operator 25*.

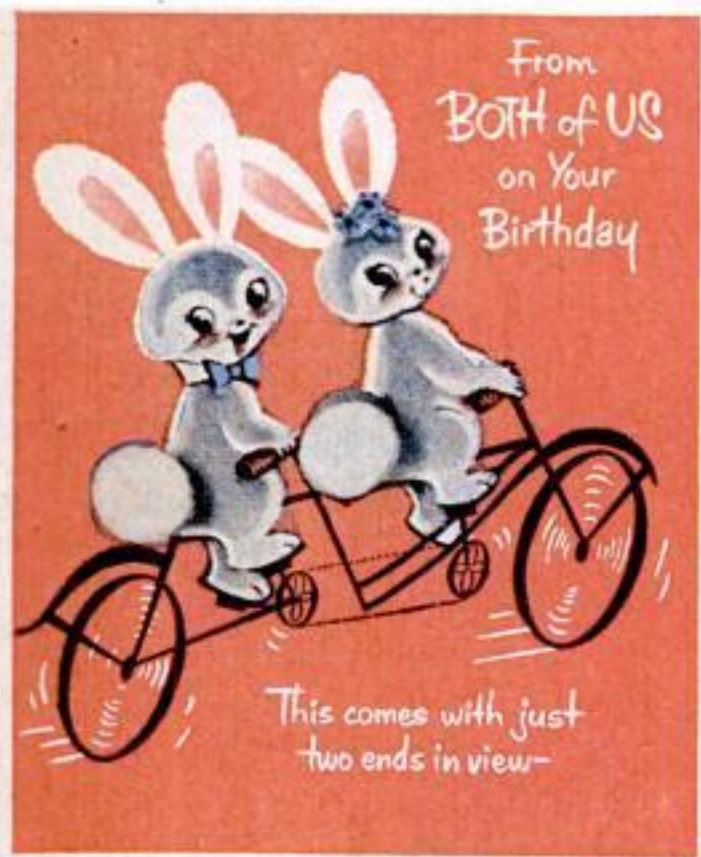
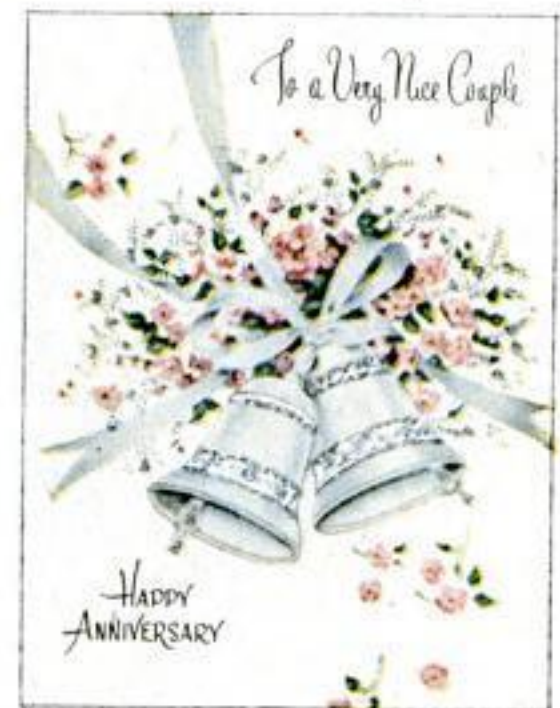
DACRON

REG. U. S. PAT. OFF.



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

*"DACRON" IS DU PONT'S REGISTERED TRADEMARK FOR ITS POLYESTER FIBER.
DU PONT MAKES FIBERS, DOES NOT MAKE THE FABRICS OR SLACKS SHOWN HERE.



Say the things you want to say And say them in the nicest way

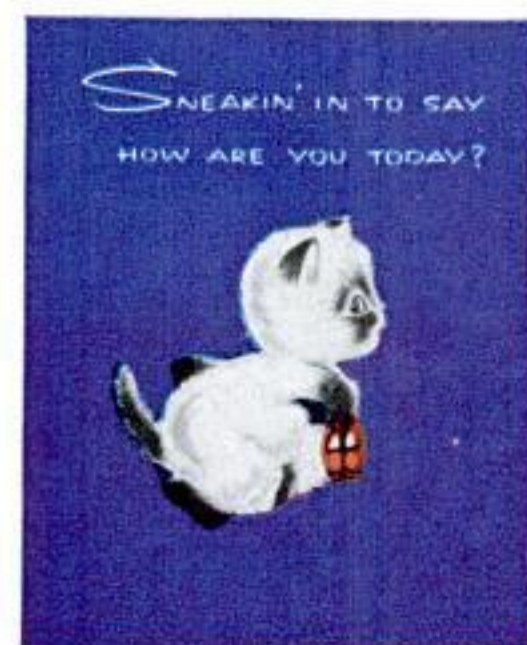
DO YOU HAVE trouble finding a card that truly expresses your sentiments for the person you have in mind?

Save yourself much time and effort by looking at Norcross Cards first.

Whether it's a birthday . . . a wedding anniversary . . . a "get-well" wish . . . or a "thank-you" note—the sentiments on Norcross Cards express *you*. Why? Because they're always friendly . . . always appropriate. Your nearby Norcross dealer has hundreds like these shown here from which to choose.

The cards are conveniently displayed to make your selection quick and easy. Service by Norcross dealers is always friendly and helpful.

NORCROSS 
GREETING CARDS



Cards on this page
are shown smaller
than actual size.



© NORCROSS, INC.

Overnight...easily...economically...

make a beautiful change with *"Copenhagen"*

LANE TABLES

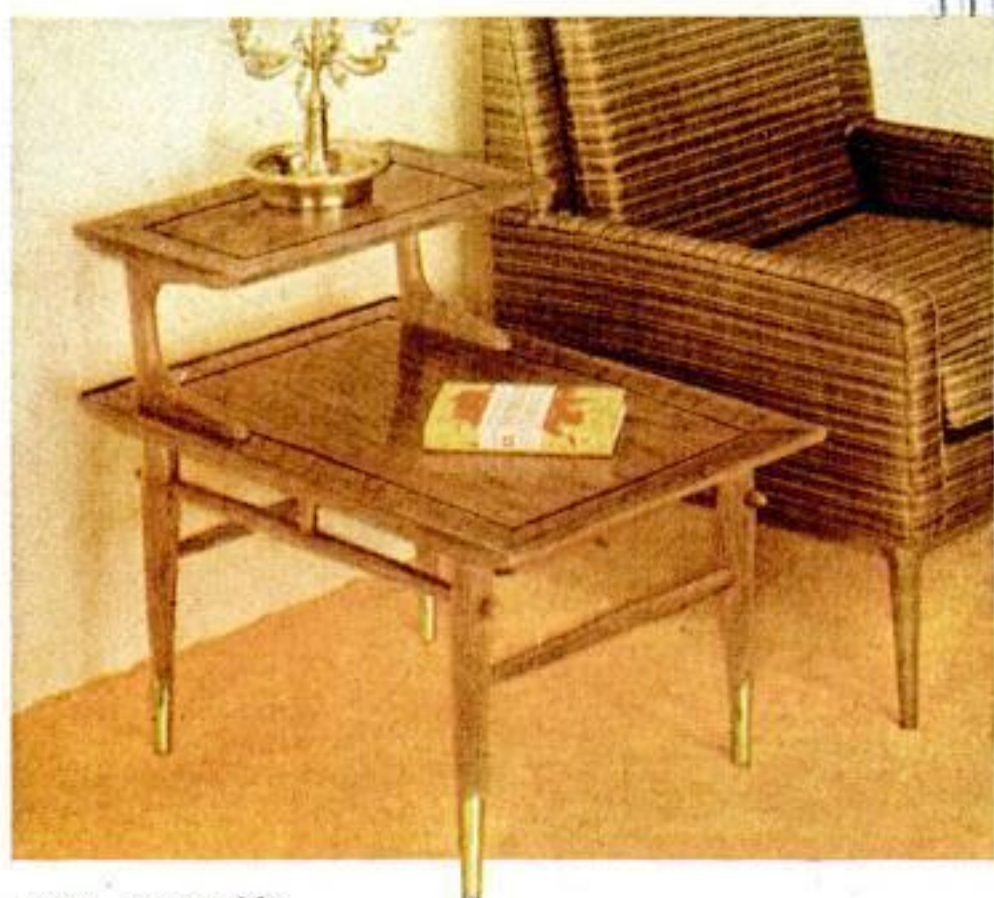
- Pierced legs, upswept Danish design
- In russet, pumice-gray or blond walnut

Right here and now, on this page, you'll find all you need for an almost magical transformation in your living room! The ingredients are at **your** fingertips—the natural pattern of open-heart walnut grain tops, bordered with panels and raised rim edges. Graceful legs, handcrafted "tulip" ferrules, all here and ready to go to work—for you!

In the Lane tradition, too, is the exclusive "Deep Gloom" finish that means a richness that will glow for years to come. By the makers of famous Lane Cedar Chests . . . at prices that are a beautiful surprise. All you need to do is see your Lane dealer *today!*



#862—round cocktail table



#867—step table



#869—drop-leaf
cocktail table



#864—drop-leaf lamp table

Choose your LANE tables today...

Lane tables start at \$29.95 . . . In traditional and modern finishes . . .

change the look of your living room



#701—cocktail table



#702—book-lamp table



#707—step table



#708—corner table

... make a beautiful change

with “*Futura*”

LANE TABLES

- Inlaid parquetry tops, brass legs
- In blond oak, walnut or cordovan

What a difference a Lane makes! What a change for the beautiful you can put into your home—just like this! A whole new air of elegance for your floor plan . . . color scheme . . . decor. See how the parquetry tops (hallmark of craftsmanship) are inlaid of selected fine veneers, bordered in eye-catching matched woods.

Like all Lane tables, the Futura group is constructed of the finest materials with the most modern methods, guaranteeing top quality for years to come. And the prices are less than even a decorator would guess! Why don't you take a guess—at your dealer's today!

*If you can't find the table you want,
write: The Lane Company, Inc.,
Dept. 651-L, Altavista, Virginia.
In Canada, Knechtels Ltd., Hanover, Ontario.*

... buy them on easy terms today

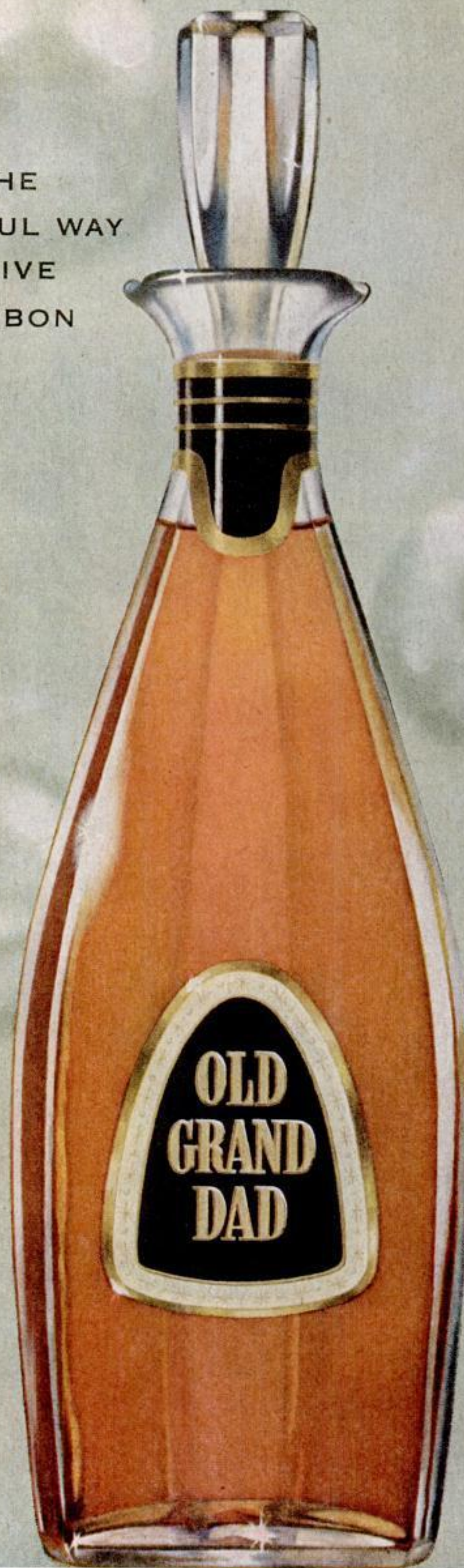
In over 100 styles . . . At fine furniture and department stores everywhere

THE
MOST BEAUTIFUL WAY
TO GIVE
FINE BOURBON

OLD GRAND-DAD

"HEAD OF THE BOURBON FAMILY"

Classic Decanter
FOR 1956



FOR YOUR holiday gift-giving, Old Grand-Dad is presented in the most beautiful of all decanters. Selling at the same price as the standard bottle, it contains the same measure of the same fine bonded bourbon whiskey. It is your annual opportunity to honor the true bourbon fanciers among your friends.



A TRULY MAGNIFICENT GIFT

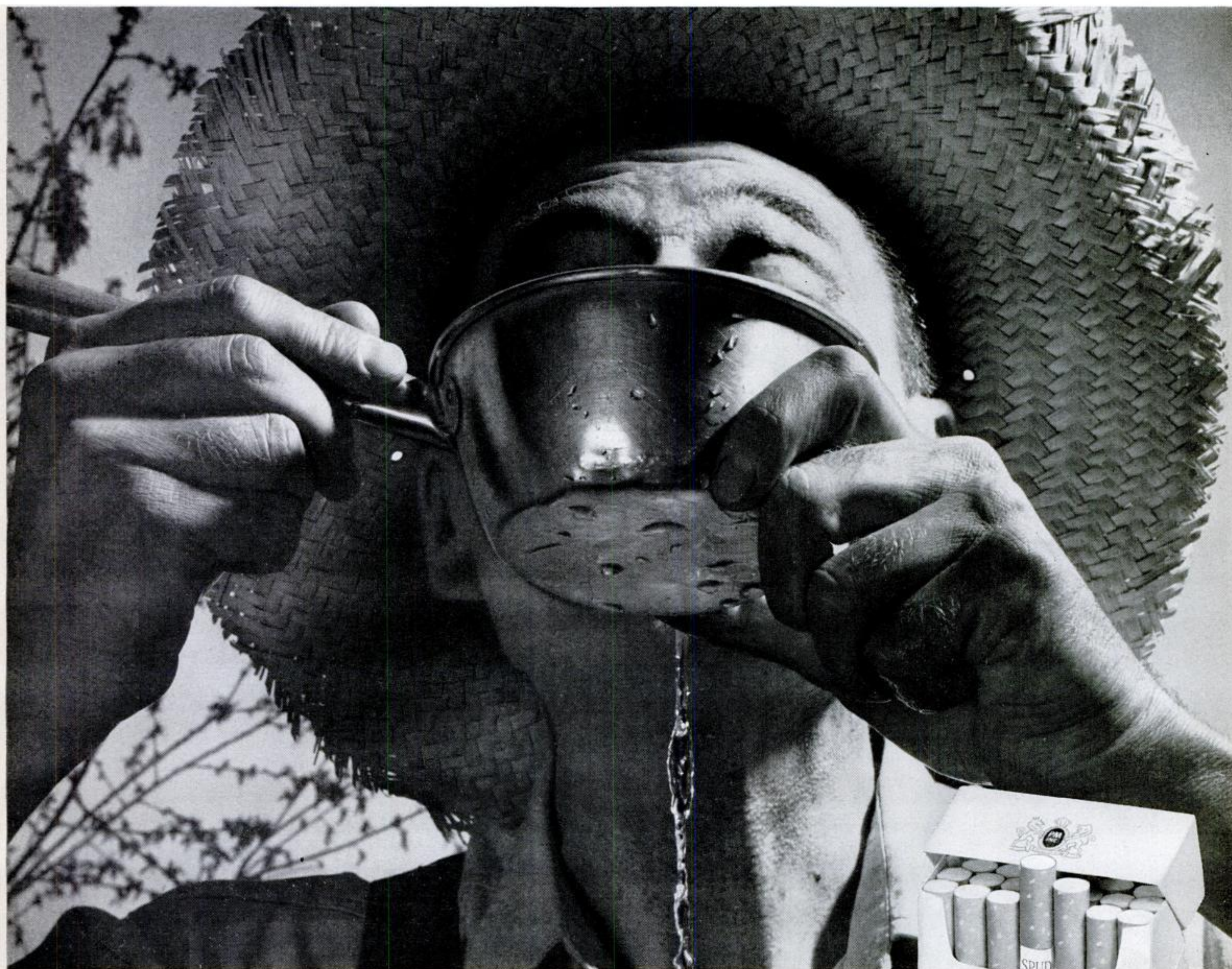
Both the Old Grand-Dad Classic Decanter and the regular bottle are available in Presentation Cases of one dozen, with beautiful holiday cartons of matching design. A most generous gift for the top people on your list!

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KENTUCKY, DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION



At last: a mentholated cigarette everyone can enjoy

NEW SPUD *WITH A FILTER*

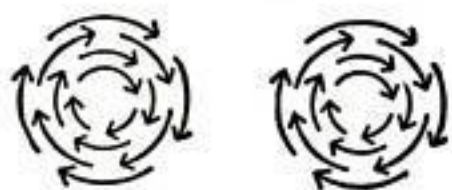
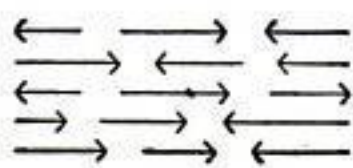


This is how fresh and cool your mouth will taste after smoking NEW SPUDS. These filter cigarettes from Philip Morris have a light touch of menthol that *freshens the smoke—something wonderful!*



Has your face felt the difference of Norelco's *Rotary Blades*?

Up to now, electric shavers have used a straight back-and-forth action — the blades changing direction thousands of times a minute. This often pinched and pulled, made irritation the price of a clean shave.



Only *Rotary Blades* shave closely without skin irritation, and only Norelco has tested Rotary Blades. Norelco's blades never stop, never change direction, shave with the smooth, *continuous* stroke of a barber's razor.

Today, more men than ever are using electric shavers. Tomorrow, there'll be twice as many! And more and more of these men are turning to Norelco. Why? Because they've found that only Norelco's Rotary Blades give a clean, close, comfortable shave . . . without razor burn, without a break-in period, without soap-and-water fuss.

Here's how Norelco's Rotary Blades work:

Precision silver-steel alloy blades rotate beneath stationary skin-guards, shaving off whiskers in one continuous sweep of power.

Exclusive with Norelco, Rotary Blades are electric shaving's first basic improvement in 22 years.



Discover for yourself why this remarkable precision shaving instrument is the largest-selling electric shaver in the world, the fastest-growing shaver in the U.S. today . . . the best investment you can make in shaving comfort.

8 MORE REASONS WHY YOU'LL LOVE A NORELCO

1. You need not bear down hard. Shave as close as you like without hurting your face. Blades are self-adjusting to your shaving touch.
2. Blades sharpen themselves every time you shave.
3. Genuine brush motor never heats up in hand.
4. Lubricated for life — never needs oiling.
5. Startlingly quiet — quietest of all 4 leading shavers.
6. Modern design — made to fit comfortably in the hand.
7. Easiest shaver to clean — no fumbling with parts.
8. Norelco's exclusive skin stretcher upends whiskers no matter which way they grow . . . sets them up for skin-close shaves.

Ask about 15 day FREE home trial. Offered by most drug, jewelry, appliance and department stores.

Norelco®

\$24⁹⁵
AC/DC.
Model SC7759
with leather
travel case

PRECISION ROTARY ELECTRIC SHAVERS

For gentle, feminine grooming—
Lady Norelco Electric Razor.
Model SC7767 AC/DC. . \$24.95

Norelco Sportsman. Runs on
flashlight batteries or car lighter.
Model SC7750. \$29.95



The shaver that feels as different as it looks!

NORELCO is known as PHILISHAVE in Canada and throughout the rest of the free world. NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd Street, New York 17, N. Y. Other Products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-Ray Equipment, Electronic Tubes and Devices.

See Norelco's New TV Spectacular "THE GREAT WAR" — The Epic of World War I, Tuesday Evening, October 16, NBC-TV Network.



Donald W. Douglas, President and Chairman of the Board, Douglas Aircraft Co., Inc., as photographed by Mead-Maddick

Donald Douglas puts wings on his DC-8 jet transport with telegrams

"The age of commercial jet transport would be delayed years without telegrams," says Mr. Douglas. "In resolving problems of design, engineering, tooling, fabrication and procurement, wires daily save us weeks of precious time. For instance, six giant spar-cap blanks, backbone of the DC-8 wing, were ordered from the nation's largest hydraulic press. Telegrams straightened out a press scheduling error that might well have been disastrous, timewise."

More than a million times a day, business finds it

wise to wire. Telegrams quote prices, confirm orders, route shipments. Speed plus the written word make the telegram essential to American business.

DO YOU KNOW about these other Western Union services? *Operator 25* tells prospective customers where to buy the things they see advertised nationally . . . *Ticket Fax*: duplicates of railroad tickets are flashed from Pullman and reserved seat centers to main and branch station ticket counters in just 8 seconds by facsimile machine.

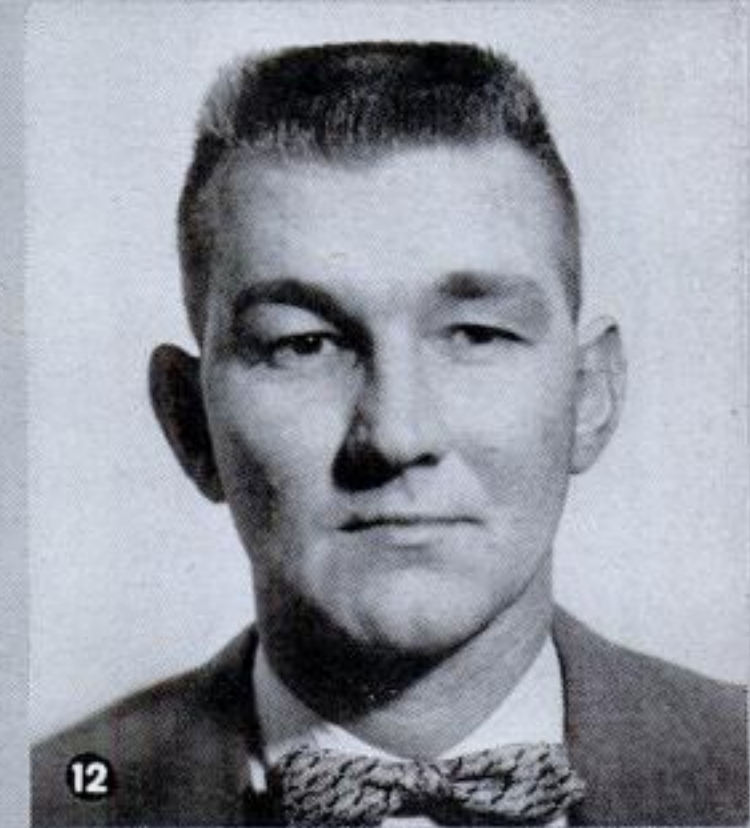
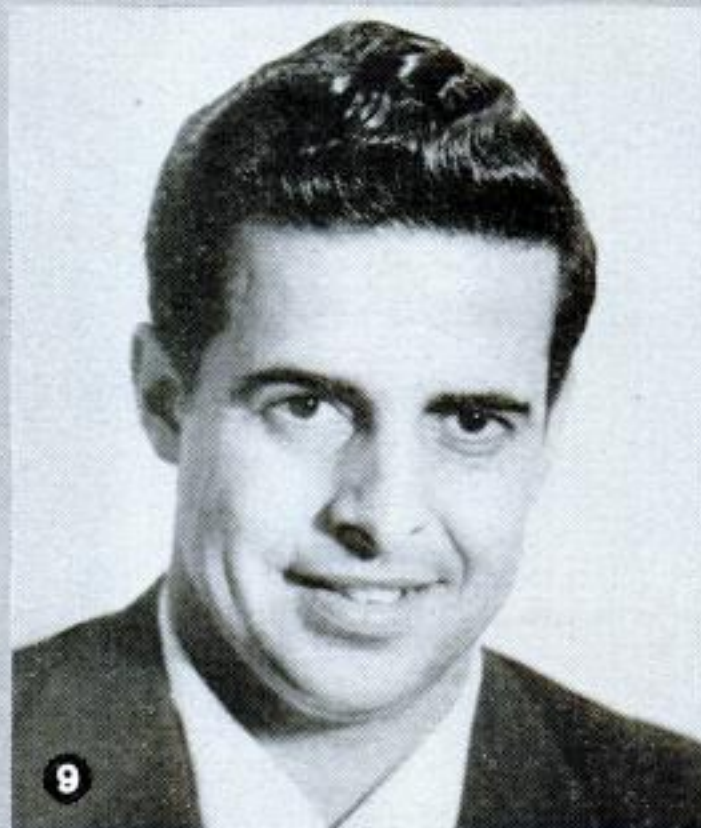
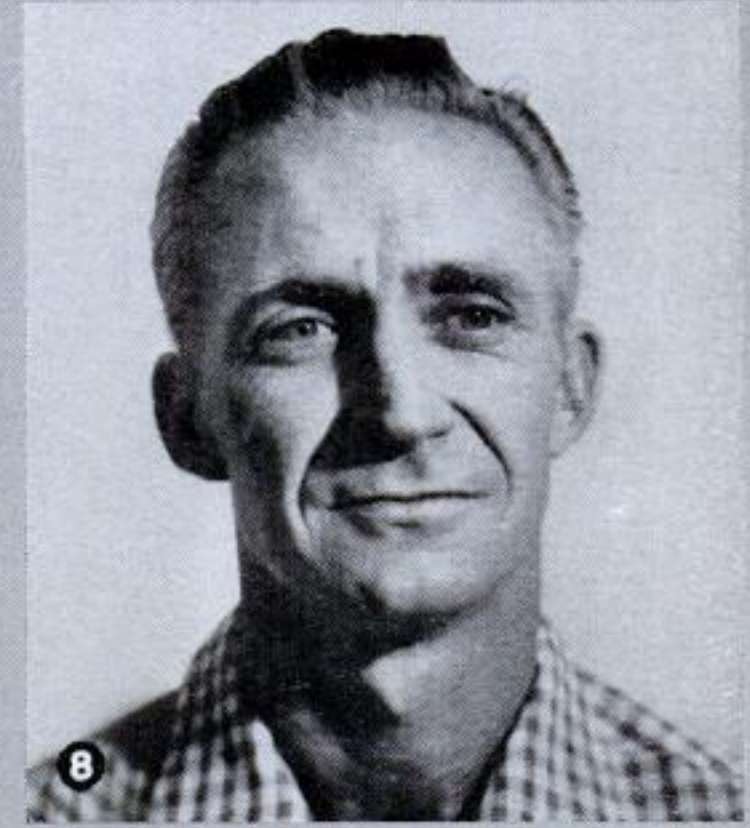
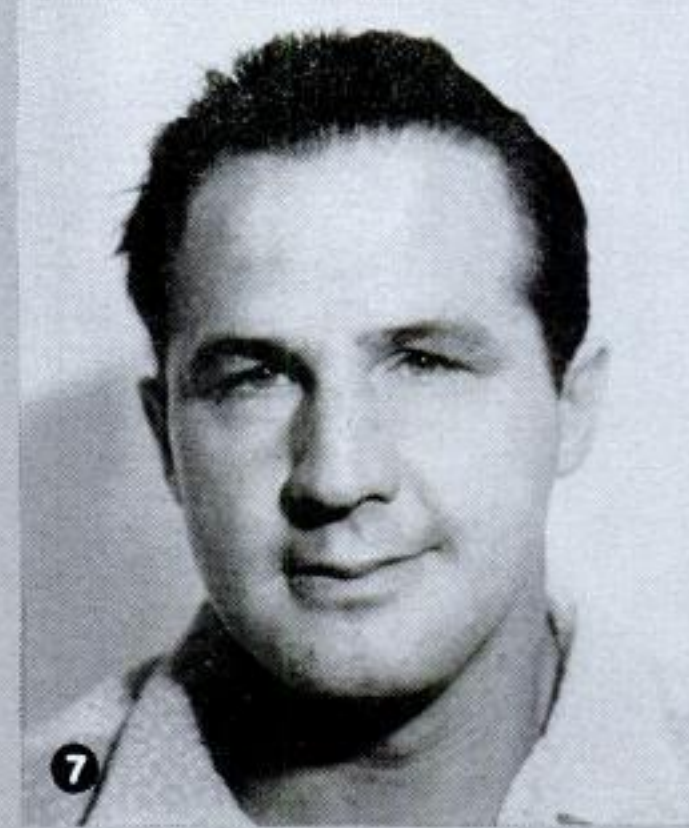
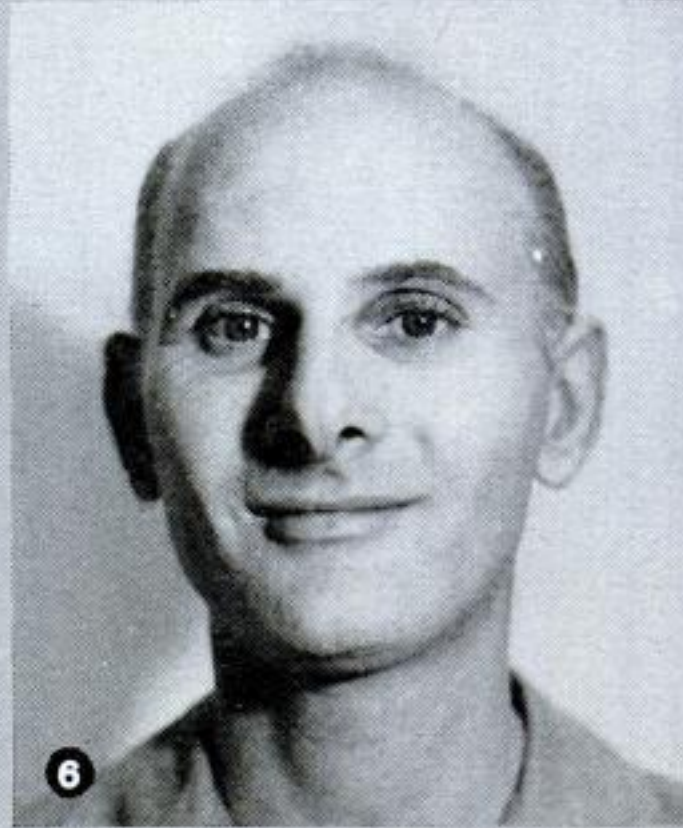
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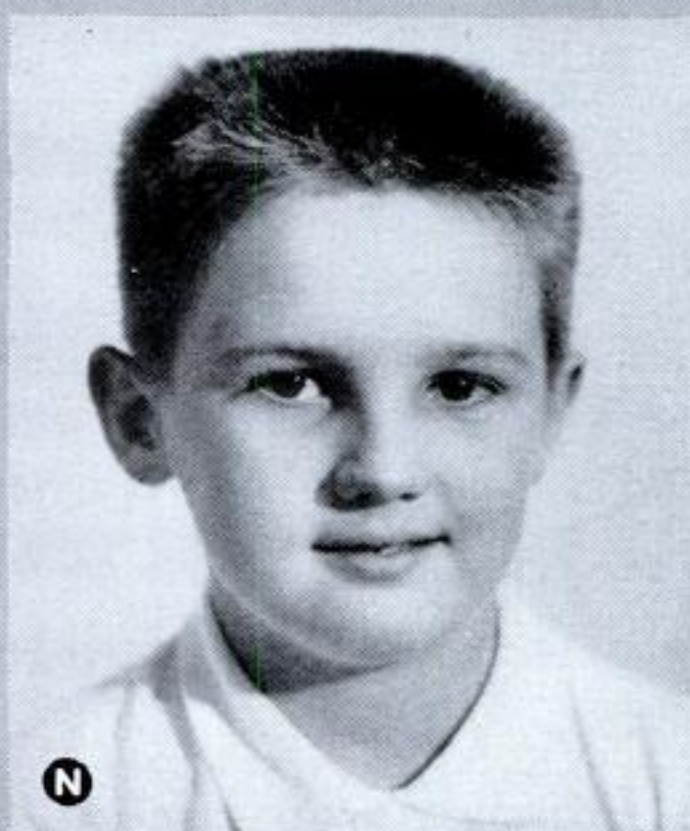
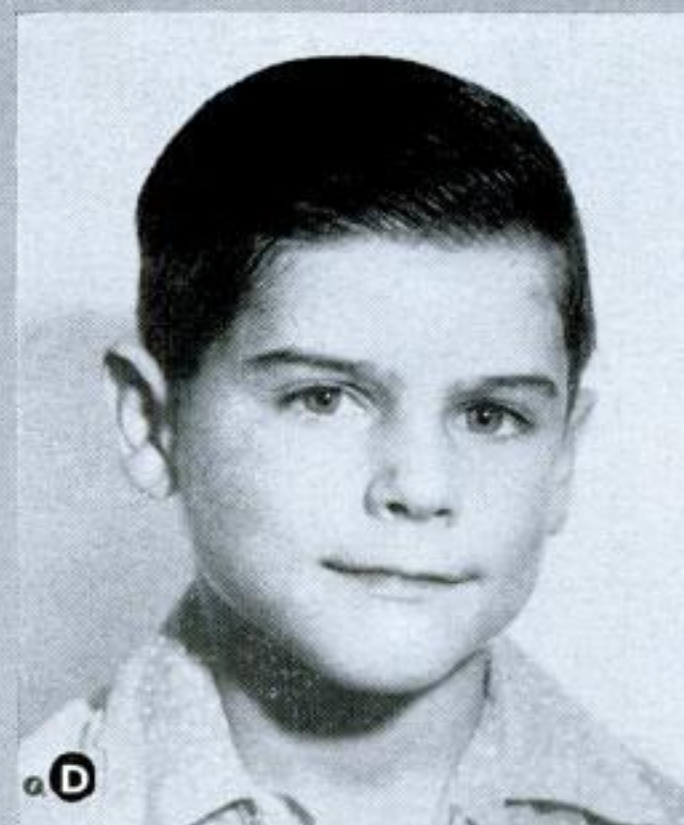
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SOME OLD BLOCKS AND THEIR CHIPS

Every one of the men above believes that he is a dead ringer for his son, who is among the boys on the opposite page. To cash in on their belief, these fathers showed up at the annual "chip off the old block" contest for fathers and sons held by Reynolds Penland, a Dallas clothing store chain. There were 260 pairs

AND THE SONS



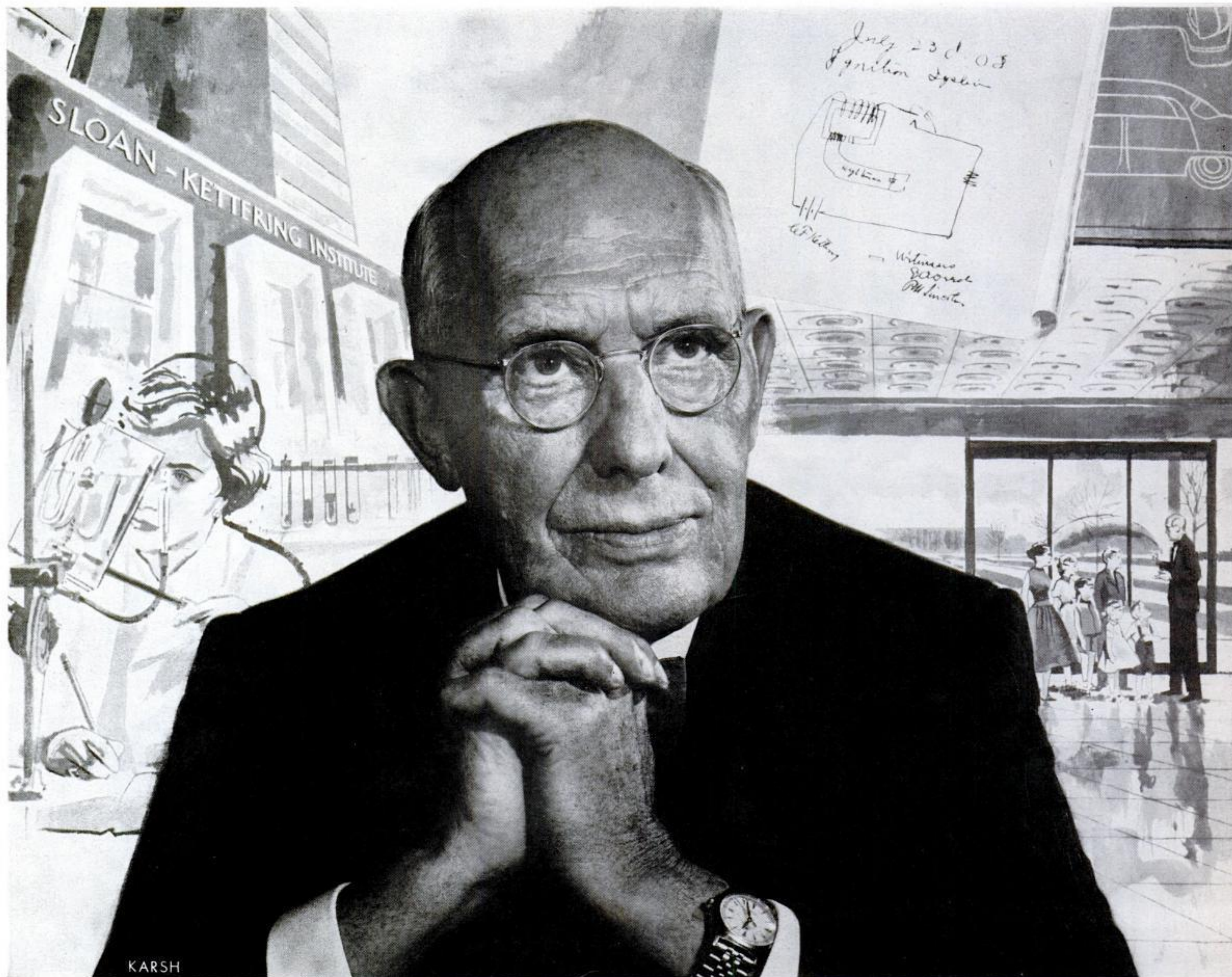
competing for clothes offered to the closest father-and-son resemblances.

When the judges had finished, three pairs emerged as winners. Readers are invited to match up the faces appearing on these two pages. To see who won and which chip is off what block, read upside-down caption at right.

Michael David Sampson; 16-F, Gus & Glenn Farmer, 14-B, Billie & Robby Westbrook; 15-I, Michael & Graham (2nd prize); 13-H, Bob & Jimmy Stuart; 11-P, James E. & Jr. Owens; 12-G, James & Mike Raymond Chadwick; 10-J, M.L. & Richard Burch; Jim Pyland; 8-O, W.R. & Ralph Allen; 9-M, R.C. &

Fathers are identified by numbers, sons by letters; 1-E, Martin & Raymond Gonzales; 2-L, Charles H. & Charles N. Hockett (1st prize); 3-A, Charles & Charles W. Cramshaw; 4-N, John & Ronnie Miller; 5-C, the Rev. Ralph & David Langley (3rd prize); 6-K, Selden & Richards Brin; 7-D, Jack &

PAIRING OF FATHERS AND SONS



CHARLES F. KETTERING

The Dean of America's inventors—inventor of the self-starter... instrumental in the development of anti-knock compounds, high compression engines, four wheel brakes and safety glass. Now past 80, "Boss Kett" is still active... as a General Motors research consultant... exploring ways to utilize solar energy... as co-founder of the Sloan-Kettering Institute for cancer research.

TODAY UNLIMITED OPPORTUNITIES are open to inquisitive young Americans with a higher education in science and engineering! Yet tomorrow America faces a serious national shortage of scientists and engineers because too few boys and girls are now studying these vital subjects!

It is the hope of America's oil men and women that Mr. Kettering's words will encourage more young Americans to prepare themselves now—while they are in high school—for careers in the exciting world of science and engineering.



To help America build a better Tomorrow,
THE AMERICAN PET

Charles F. Kettering Speaks to Young America:

Start Now To Make America's Progress Your Profession

*An Oil Progress Week message
from a great American*

"WHEN a man's life has been a great and wondrous adventure, he often looks back in search of the turning point—that single moment which opened the door to his great adventure. For me that moment came more than 60 years ago, in a small Ohio school house, when an enthusiastic country school teacher awoke in me a burning interest in the fascinating world of science. He ignited a spark that led me to a wonderful and rewarding career in automotive engineering, in basic scientific research and now in the battle against cancer.

"As rich as my life has been, today's exciting era of rapid discovery and almost unbelievable technological progress offers young people with inquisitive minds—and a good education—scores of richly rewarding opportunities that were not even dreamt of in my youth. One Thomas Edison in a generation is no longer enough to sustain our kind of progress—today we literally need thousands of well-trained young people with the kind of vision, imagination and courage that took Edison on his lifelong conquest of the unknown.

"This is why I am constantly urging boys and girls to go on to as full an education as possible—not only in science and engineering, but in the arts, the social sciences, the humanities or any other field that fits their talent.

"Right now, however, I am frankly trying to guide as many youngsters as possible toward science and engineering—not only because

these fields have been so good to me—not only because present-day America offers such varied and wonderful opportunities in these fields, but because a very real shortage of young scientists and engineers exists today.

"The number of engineers and scientists now being graduated is barely enough to cover replacement requirements. But at America's rate of progress, the needs of industry, government and education are skyrocketing every day. Frank M. Porter, President of American Petroleum Institute, has summed up this threat to America's continued progress with compelling eloquence . . . 'They said the Battle of Waterloo was won on the playing fields of Eton. Let us hope it need never be said that the battle for the Free World was lost in the high schools and colleges of America . . . that failed to train enough young people to hold our leadership in research, engineering and scientific discovery.'

"This is why America's greatest need is also your greatest opportunity! We are all looking to you and to every boy or girl who has ever dreamt of inventing a better automobile engine . . . of building a magic kitchen . . . of curing a dread disease . . . of harnessing a new source of power . . . or of searching for the riches lying under land and sea.

"But remember, only *you* can make these dreams come true! You must start right now—by working hard on your High School course in mathematics, chemistry, physics or biology—if you want to take your place as one of the admired and respected scientific leaders who will guide us all to a better tomorrow.

"Take it from an old engineer—making your country's progress your profession is an exciting and rewarding way to spend your life."

C. F. Kettering

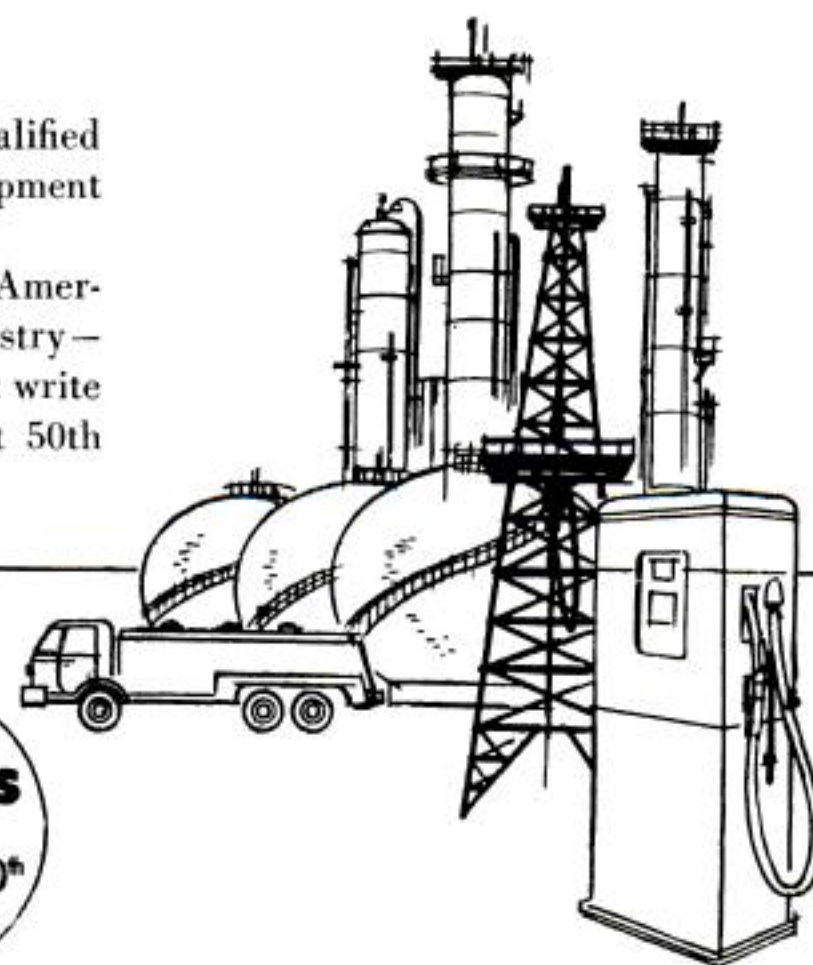
TO AMERICA'S PARENTS—HERE'S WHAT YOU CAN DO:

- 1 When you talk to your children about the future—stress the need for getting a higher education.
- 2 Because of the special need and opportunity for scientists and engineers, encourage your youngsters to take mathematics and science courses early. Encourage their interest in scientific hobbies.
- 3 At your PTA and other civic meetings, ask these questions: Are adequate mathematics and science courses avail-

able in your local schools? Are there enough qualified science teachers? Is there sufficient space and equipment for laboratory work?

- 4 To see what great opportunities are available for American boys and girls in just one industry—the oil industry—send for the free booklet, "Careers In Petroleum." Just write to: American Petroleum Institute, Box 10, 50 West 50th Street, New York 20, N. Y.

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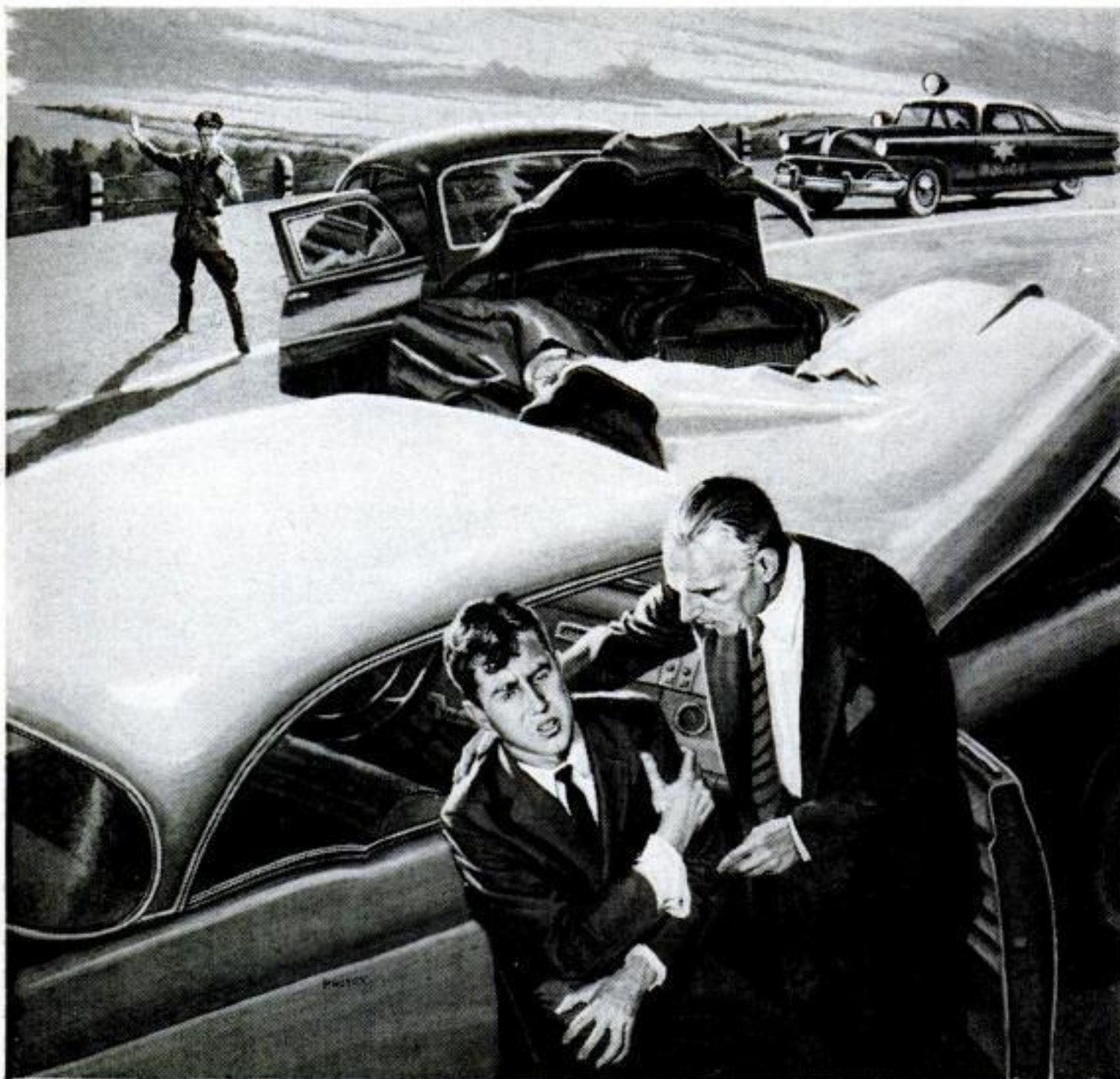
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Far from home —but not from help!

(Based on Company File #PAC16KAM11945)

It was nearly dark. No traffic to speak of. Just one car coming toward us... but it was wobbling all over the road!

I couldn't get out of the way. Not even by going off the road... onto the shoulder... into the fence. We were hit practically head-on.

My son Joe, sitting next to me, was badly injured. Our up-to-then pleasant vacation ended right there. With us a thousand miles from home... my car wrecked... Joe hurt...

Next day was Sunday. Joe was in a hospital. Satisfied that he was coming along all right, I finally took time out to send a telegram to my insurance company, the Hartford. First thing Monday I had their answer:

"CLAIM DEPARTMENT HAS WIRED DENVER OFFICE TO GIVE YOU EVERY ASSISTANCE ON YOUR ACCIDENT."

By 11 o'clock that morning the

adjuster was there. He took care of all the details... even sold the wreck for me to a junkyard for \$306.

Just three days later, I received a Hartford check for \$1229 covering the remaining value of my car, after allowing for the \$100 deductible on my Collision Insurance. Joe's hospital bills and other medical expense came to \$911. These charges were also paid by Hartford under the Medical Payments feature of my Automobile Policy.

I want to thank the Hartford and all its people for the speedy and helpful service they gave us during that trying time. I think my experience proves that the value of Hartford insurance cannot be measured in dollars and cents. And certainly it cannot be expressed in writing or words!

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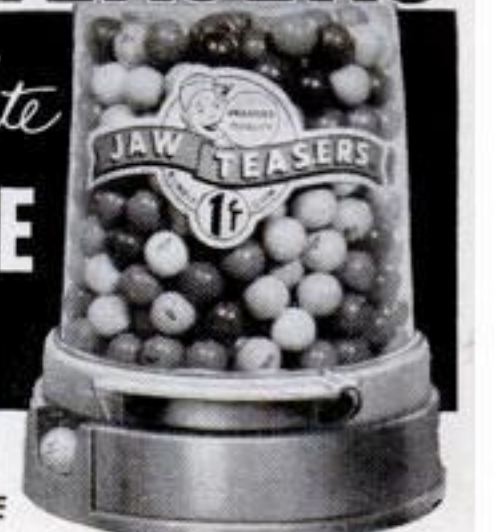
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This means everything tastes better, and fried foods are always digestible. (It is only when fat gets too hot—begins to smoke—that it becomes indigestible.) Now there's *no smoking, no burning!*

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copper-tone cover, \$3.00*; aluminum, \$2.00.*

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So for her, the real thrill is knowing that even close up, under bright lights, her hair, like everything else about her, reflects a glowing vitality... that the color is bright, lively, and the texture as young as the tone! And *that's* what's so great about Miss Clairol color. It gives the hair a luminous quality, a silky touch, a soft, ladylike tone that is the key to a natural look! And it takes only minutes to add clear, shining color to faded hair... to hide gray... to beauty-treat even the most difficult texture to new softness. Miss Clairol

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Try Miss Clairol yourself. Today. In Creme Formula or Regular. There's sure to be a shade that's a "natural" for you... whether it's Sparkling Sherry®, Golden Apricot, Sable Brown or any of the many other lovely colors.

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AT NIGHT, give him **EX-LAX**, don't let constipation be a problem. He'll sleep undisturbed.

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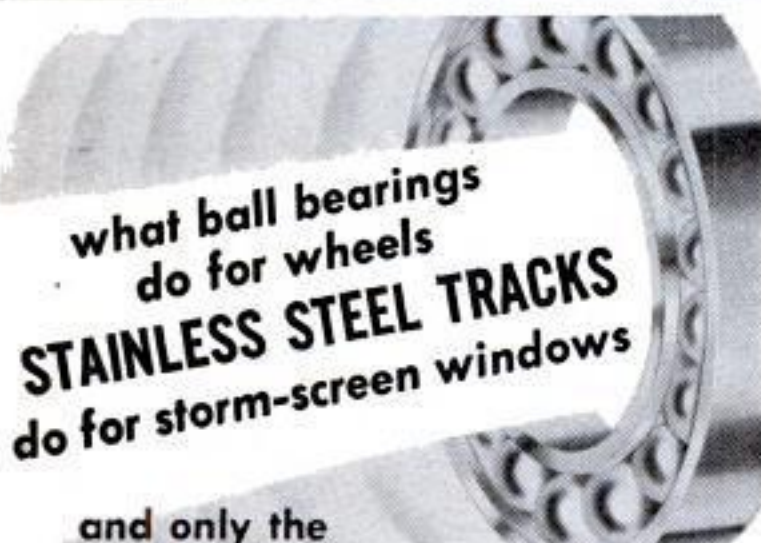
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15¢, 35¢, and 75¢ economy family size

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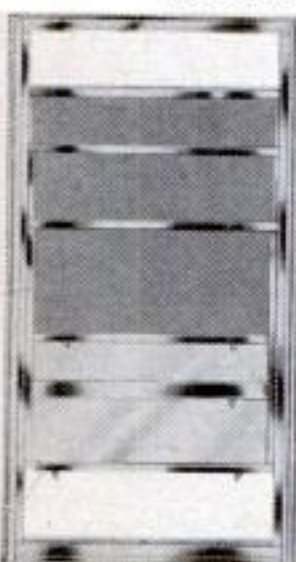
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LETTERS TO THE EDITORS

DELIRIUM OVER DEAN

Sirs:

I am a teen-ager, so was very much interested in your article on James Dean ("Delirium over Dead Star," LIFE, Sept. 24). But I don't believe that all the "to-do" is as morbid as your writer pictured it. To us teen-agers, Dean was a symbol of the fight to make a niche for ourselves in the world of adults. Something in us that is being sat on by convention and held down was, in Dean, free for all the world to see.

MARGARET MORAN

Cleveland, Ohio

Sirs:

Yours was one of the best pieces of reporting on the subject I have seen. Not all those whom you term of the "Dean cult" are teen-agers but are adults like myself who recognize Jimmy as the greatest of 'em all.

HAROLD A. THOMPSON

West Hollywood, Calif.

Sirs:

Your article did not mention that several years ago James Dean played the role of the Arab houseboy in *The Immoralist* on Broadway. At that time I was very impressed by Dean's acting ability.

S. MCGARRITY

Philadelphia, Pa.



JAMES DEAN IN "THE IMMORALIST"

Sirs:

The James Dean necrophilia has penetrated even the upper levels of culture. *Poetry* includes in its March 1956 issue "For James Dean," by Frank O'Hara. It concludes thus:

Men cry from the grave while they still live
and now I am this dead man's voice,
stammering, a little in the earth.

I take up
the nourishment of his pale green eyes,
out of which I shall prevent
flowers from growing, your flowers.

TURNER CASSITY

Jackson, Miss.

Sirs:

As a young person, I too feel that James Dean was a comet streaking across the cinema sky. I believe there is real cause for grief over what the whirlwind city does to a young man suddenly thrust into the limelight. But this creepy, morbid craze that is sweeping the country over his death is appalling.

ELEANOR TAKAHASHI

Liberty, Mo.

CONTINUED



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LETTERS TO THE EDITORS

CONTINUED

Sirs:

We don't consider ourselves morbid. It's just that Jimmy Dean was so brilliant, and death is so hard to understand.

BETTY and MARIE GETTLER
Oreland, Pa.

DOG'S SEEING EYES

Sirs:

The story about Skippy ("Seeing Eyes for a Blind Dog," LIFE, Sept. 24) tugged at the heartstrings. In the 90-year history of the American Society for the Prevention of Cruelty to Animals no dog has ever more clearly earned the Society's Medal of Honor. I am wiring his owner, Mrs. Dorothy Lee, that we are sending Skippy this medal.

MRS. GEORGE FIELDING ELIOT
A.S.P.C.A.
New York, N.Y.



SKIPPY, MRS. LEE GET TELEGRAM

SEGREGATION: PART IV

Sirs:

After reading Part IV of your excellent segregation series ("The Restraints: Open and Hidden," LIFE, Sept. 24), I would like to congratulate you on this, your finest attempt—and greatest achievement.

JOHN PONCIANO
Limestone, Maine

Sirs:

The amount of research, skillful writing and, what is more important, the intelligent, unbiased approach in your comprehensive segregation series rates highest praise! Never have I seen the entire Negro question more fully and factually yet so concisely covered.

Having taught in a well-integrated California school (11% Negro), I consider your segregation article of more than vicarious interest.

TEDD D. WOODS
Los Angeles, Calif.

Sirs:

LIFE's series is a masterpiece of literary art. It belongs on the list of required reading for discussion in every high school and P.T.A.

JAMES T. ROGERS
Six Mile, S.C.

Sirs:

About the Albert Thorntons, you say they get about \$120 a month. In my opinion that is mighty good. My father-in-law and his wife only get \$42 a month. My uncle sent his sons through the University of Georgia, and he only made \$150 a month. And your "downtrodden hero," Professor Thornton, has trouble doing it on \$6,600 a year. My, my, my.

There are about 15 clubs, beaches and golf courses around here that won't let me or my kids in. But I am not "frustrated." Neither are my kids, for we believe in enjoying what we

CONTINUED

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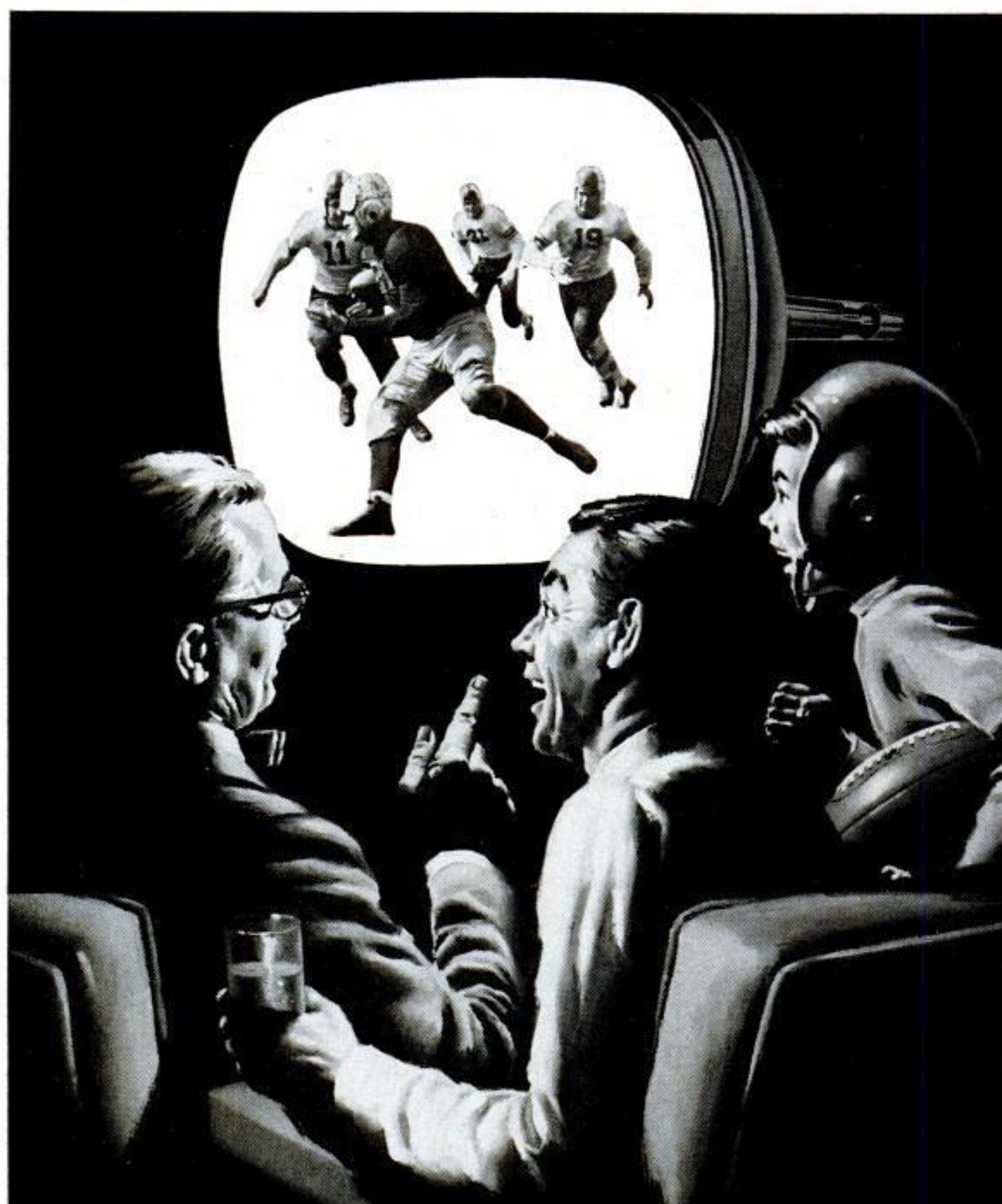


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See Esther Williams' Aqua Spectacle, September 29 on "Saturday Color Carnival" 9-10:30 P.M. EDT

LETTERS TO THE EDITORS

CONTINUED

have got and if we want more, get out and work for it.

Why don't you write about the race riots up north, or about 10 and 12 Negroes living in one room in Harlem?

JOE O. FARMER

Nicholson, Ga.

Sirs:

I couldn't help noticing the deplorably shabby condition of the Tanners' shack. Yet there is a brand-new, shiny TV set in the corner. The southern Negro just can't learn to economize wisely.

BARBARA GORDON

Boston, Mass.

● Mrs. Tanner's TV set was a gift from her brother when he started his service in the Army.—ED.

Sirs:

Less than a week after the first of the series appeared, school opened and our seventh-grade all-Negro class in Phillips Elementary School advanced in membership from 31 to 44. In the class were seven pupils fresh up from the South. They dressed like any other children, but, alas, the moment they opened their mouths there was near bedlam because the regular students, who were either born or had been in Chicago for some time, tended to ridicule their mannerisms, their southern dialect.

It at once became apparent that the northern young Negro student, unaware of his past, his rise from slavery to freedom and near first-class citizenship, was himself in dire need of integration with his own ethnic group. Toward this end a project was initiated titled, "Let My People Go."

Using LIFE magazine, the students prepared a display showing the Negro from the time of slavery when he was forcibly transported from the shores of Africa to the present.

Even though our project is not yet finished, the class members, learning their mutual heritage, have already grown to work in harmony.

ISAAC CLARKE

Chicago, Ill.

THOMAS WOLFE

Sirs:

Your two very fine articles in LIFE magazine (Sept. 17 and 24) about my brother Thomas Wolfe were compact and comprehensive accounts of his

CONTINUED

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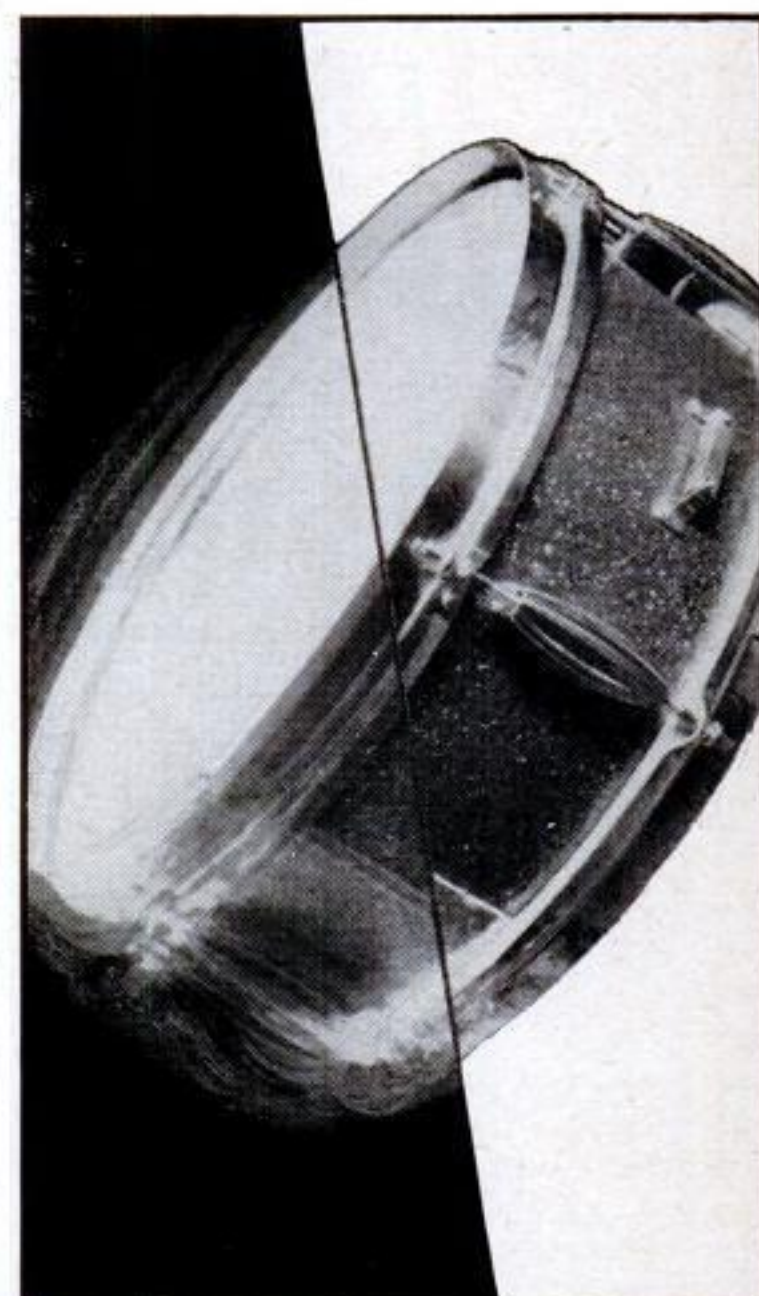
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ASPIRIN "IN DISGUISE"?

Such pain relievers—which attempt to belittle straight aspirin—
give you an assortment of added ingredients for your extra money
...ingredients which do not relieve pain, like aluminum compounds,
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Before you pay twice the price for a pain
reliever, it will pay you to look at the label.

By looking at the label on any pain-
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see precisely what you're paying for.

And it's our guess that doing this will
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For you'll find that the *only* product

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straight aspirin, are simply aspirin "in
disguise."

They combine aspirin with ingredi-
ents utterly incapable of relieving pain—
ingredients like aluminum compounds

(aluminum glycinate), magnesium car-
bonate or that old cooking standby,
baking soda (sodium bicarbonate).

Yet these products—*not* 100% pain
relievers—cost you *twice the price* of
Bayer Aspirin!

Yes, *twice* the price! And this in spite
of the fact that medical science has never
discovered a safer and more effective
pain-relieving agent than straight aspirin.

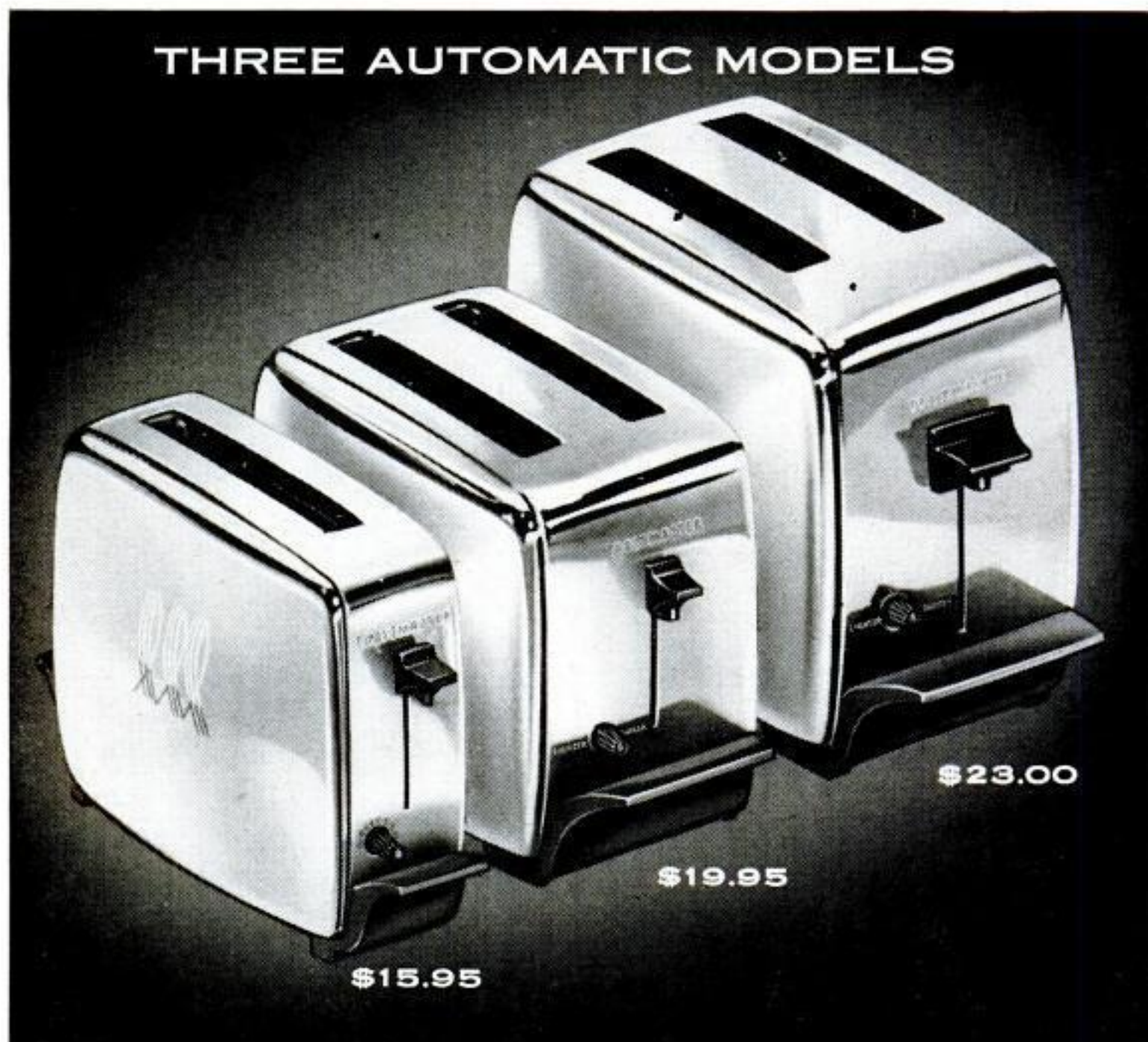
So buy wisely. Buy a product that's
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TWO POWERMATIC MODELS



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LETTERS TO THE EDITORS

CONTINUED

life and work. You show a sensitive understanding of him, his family and the town of Asheville, N.C., his birthplace which helped form him.

Tom was an artist. He tried to look at life, see it straight and be honest about it, depicting the faults as well as the virtues of those he loved and his home town, which he loved too. For all this, we remaining members of Thomas Wolfe's family—my two brothers, Fred Wolfe and Frank Wolfe, and my husband—are most grateful to you. Asheville as a city (our home) is well pleased.

MABEL WOLFE WHEATON
Asheville, N.C.

MARS IS NEARER

Sirs:

Congratulations are in order for your excellent coverage of the recent opposition of Mars ("Neighbor Is Nearer," LIFE, Sept. 24). The color photographs are the closest photography has ever come to recording the wealth of detail, tone and shading hitherto revealed only to the educated eye of the experienced observer.

STEPHEN P. MARAN
Amateur Astronomers Assn., Inc.
New York, N.Y.

Sirs:

I was amazed to find that LIFE did not give credit to the late Stanley Weinbaum. In the drawing of Martian creatures you represented ideas in Mr. Weinbaum's book, *A Martian Odyssey*, three times: in the ostrich people, the barrel-shaped mud city dweller and the pyramids of the silicon beast.

STEPHEN A. KALLIS JR.
Winchester, Mass.

Sirs:

You say that lichens have no chlorophyll. Lichens are formed by fungi and algae living together for their mutual benefit. The algae are chlorophyll bearers, while the fungi serve as anchors and absorbers of water. In return for the anchorage and water, the fungi share in the food produced by the chlorophyll-bearing algae. If no chlorophyll exists on Mars, then how can there be lichens?

HAROLD B. WHITEBREAD
McGraw, N.Y.

● The algae of Earth's lichens do contain chlorophyll, but in such a very small quantity that it virtually

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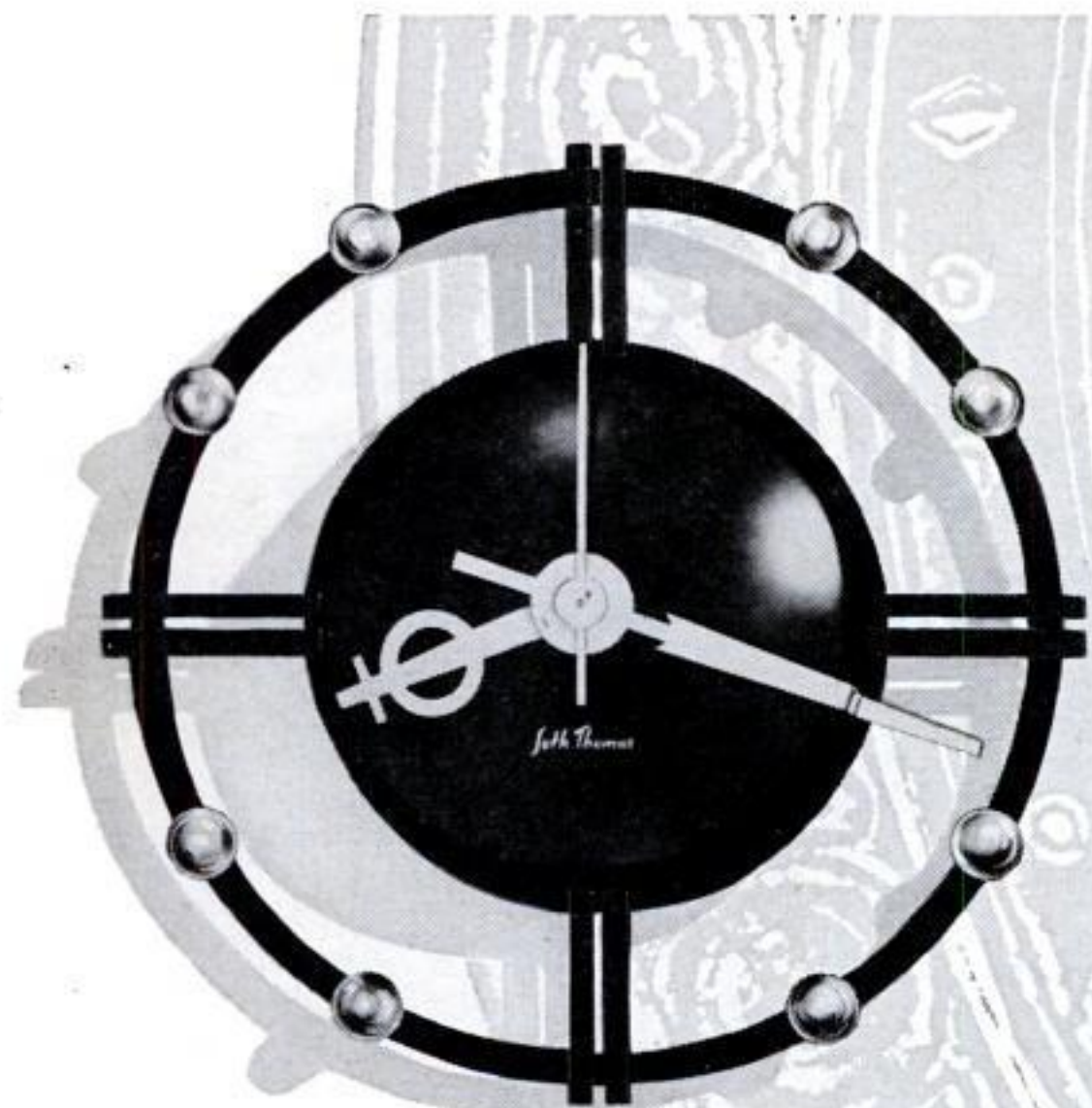


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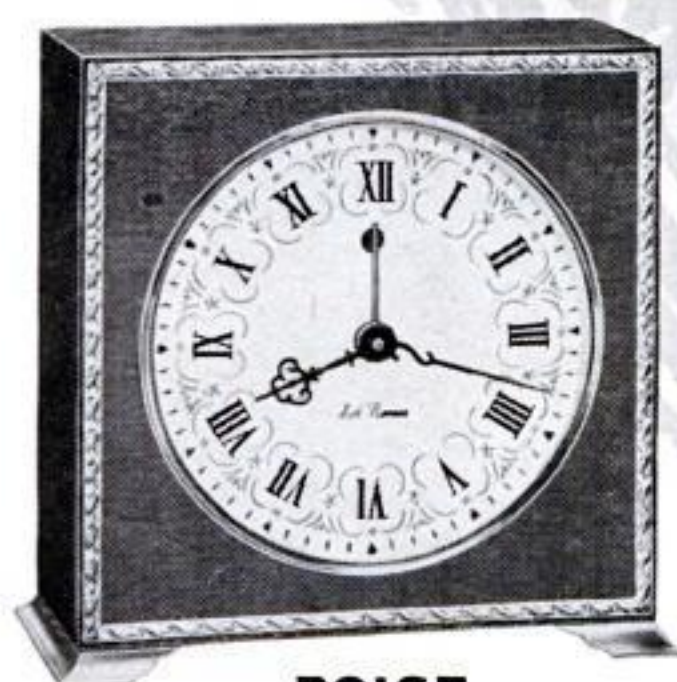
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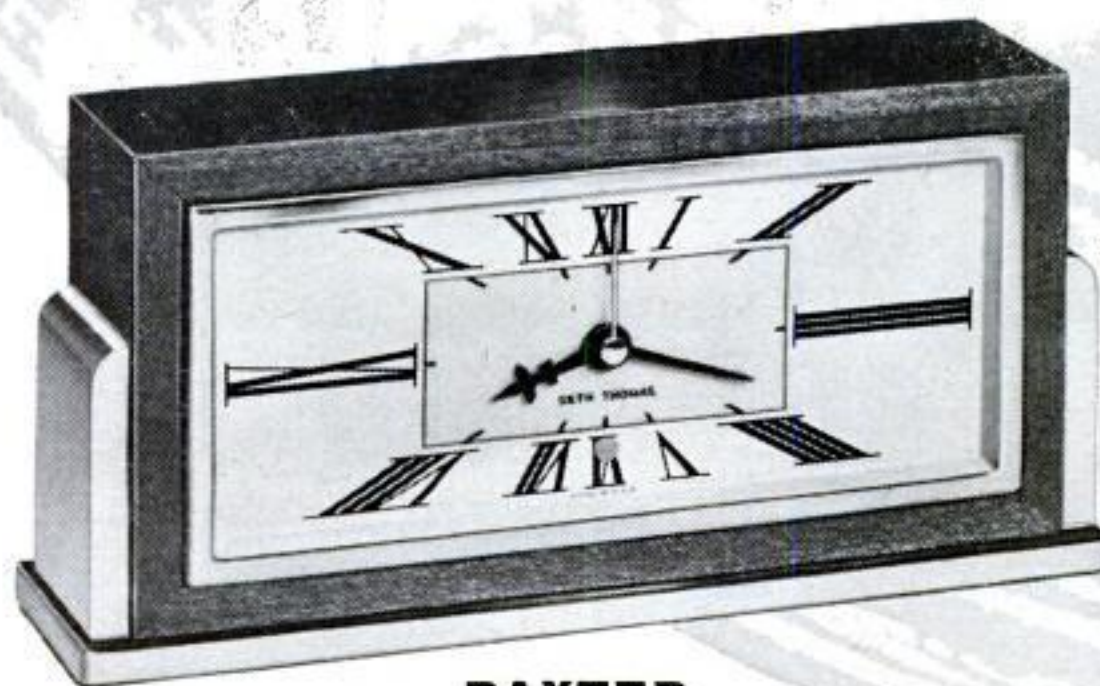
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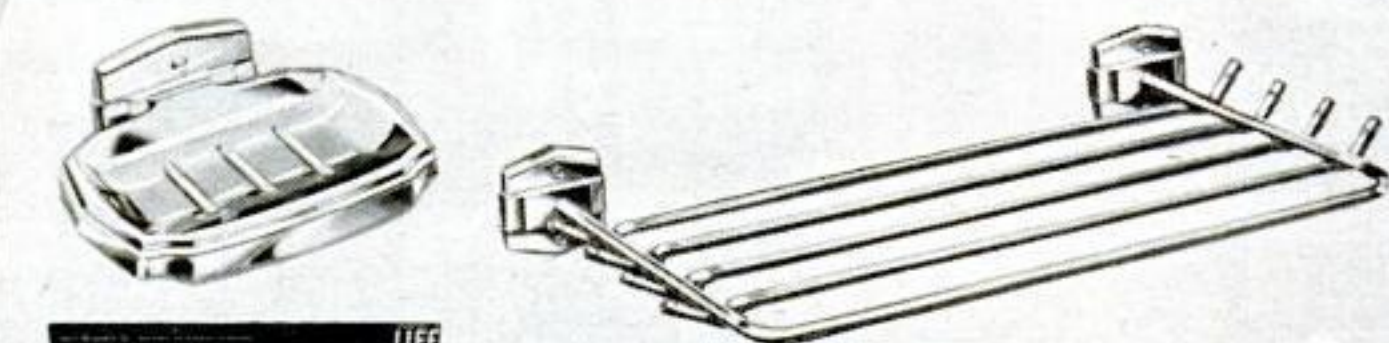
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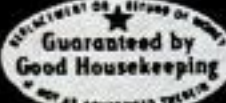
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LETTERS TO THE EDITORS

CONTINUED

cannot be detected by spectroscope. Scientists who think lichens could exist on Mars theorize that they may contain a similarly undetectable amount of chlorophyll.—ED.

FRESH FACES FOR FALL

Sirs:

You are woefully uninformed. Janet Leigh, not Janet Blair ("Fresh Pretty Faces for Fall," LIFE, Sept. 24), played the title role in the movie, *My Sister Eileen*.

ROBERT H. MELANSON

Minneapolis, Minn.



● Janet Blair played in the '42 version with Rosalind Russell (top), Janet Leigh in the '55 version with Betty Garrett (bottom).—ED.

FRATERNITY RUSHING

Sirs:

That was a good, newsy article ("Fraternity Rushing," LIFE, Sept. 24). Well done.

HORACE G. NICHOL
Chairman

National Interfraternity Conference
New York, N.Y.

Sirs:

The dejected loser slumped over a table after being rejected by nine fraternities learned the bitter lesson of another kind of segregation. He will feel that he "doesn't belong." Let us hope that four years in college will restore faith in himself.

REV. BRUCE H. PRICE

First Baptist Church
Newport News, Va.

Sirs:

Your article on our fraternities is an excellent presentation from the standpoint of both the fraternities and the University of Illinois.

FRED H. TURNER
Dean of Students

University of Illinois
Urbana, Ill.

Sirs:

The school I am attending forbids the formation of fraternities on campus. And after reading about the rat race that the Illinois freshmen went through, all I can say is "Amen."

SY KATSKY

Fairleigh Dickinson University
Teaneck, N.J.

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**Super-mild Physicians' and
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Softens—OFTEN IN 5 DAYS!**

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"Recipe" featuring bonfire colors—Flame-yellow napkins, orange mats, provide a glowing backdrop for Libbey's *Jardin* glasses. In 10-oz., 14-oz. tumblers, Pilsners. See how each size is decked with a co-ordinated leaf. (Syracuse "Shell Edge" china; Community "South Seas" silverplate)



"Recipe" for a harvest table—Welcome Fall with this gay pumpkin-orange setting, inspired by Libbey's new *Woodland* glasses. Each size shows a different leaf. Yours in 10-oz., 14-oz. tumblers; Pilsners. (Vernonware "Sherwood" plates; Simtex cloth; Wm. A. Rogers "Northland" stainless)

Now...dress up dinette dining with Libbey **every-day** crystal

Look what has happened to dinette dining! It's all dressed up! For today, parents know it's important to set the scene for happy dining, for children to grow up using nice things *every* day.

And that's why Libbey has created a new idea in glassware—modern *every-day* crystal. Here are glasses designed with the informal

elegance that mirrors your new, gracious way of life! Here are exciting New Dimensions patterns—styled in the Continental manner!

And Libbey's *every-day* crystal has amazing stamina—exclusive chip-defiant rims*. Set of 8 tumblers about \$3.95. Pilsners, about \$5.95. All beautifully gift-boxed.

*If the rim of a Libbey "Safedge" glass ever chips, Libbey will replace the glass. At all leading stores. Prices slightly higher in South, West and Canada.



LIBBEY SAFEDGE GLASSWARE
AN **®** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

COMING!

THE BIGGEST
NEWS YET FROM
THE *FORWARD LOOK*

THE NEWEST

NEW CARS

IN 20 YEARS !

TOTAL NEWNESS: During the past few years, The *Forward Look* has opened America's eyes to many bright new ideas in styling and engineering. Now comes the topper! For 1957 Chrysler Corporation will present *five complete* lines of cars with *total newness!* In whatever price range you choose, in any of 93 models you fancy . . . you will find them the newest new cars in 20 years!

NEW STYLE: So striking, so right, so in tune with the future of car design that it's called THE NEW SHAPE OF MOTION! There are high-flying fins and dramatic lowness—yet greater comfort than ever, more room where you need it most!

NEW RIDE: the outstanding engineering advance of 1957: TORSION-AIRE . . . it carpets the road!

Chrysler Corporation's engineers have created a new kind of suspension that carries you smoothly on any surface! It virtually eliminates sway around corners and "dive" in fast stops!

NEW TRANSMISSION: TORQUEFLITE, the smoothest and swiftest transmission yet in going from full stop to driving speeds . . . controlled by the modern miracle of pushbuttons!

NEW BRAKES: All five Chrysler Corporation cars will have the revolutionary TOTAL-CONTACT BRAKES . . . requiring 20% less toe pressure . . . with twice the resistance to "brake fade" . . . with up to 50% longer brake-lining life!

NEW PERFORMANCE: The engines in

Chrysler Corporation's 1957 cars will have greater displacement—better performance with power for precision control in every driving situation.

NEW VISIBILITY: With bigger windshields than ever before and greater glass area all around, you will *see* better and have a wonderful new feeling of openness!

You will also enjoy Chrysler Corporation's exclusive *full-time* power steering . . . new single-unit heater and air conditioner . . . and many other features you will not find in other cars this year!

Before you buy any car, wait and let your dealer show you what The *Forward Look* has achieved for '57. Then compare as you've never compared before!

See the **Plymouth, Dodge, De Soto, Chrysler and Imperial** beginning October 30th

COPYRIGHT 1956 BY CHRYSLER CORPORATION

ALL-OUT STEVENSON GO AGAINST THE IKE GLOW

Photographed for LIFE by
HOWARD SOCHUREK, HANK WALKER AND ED CLARK

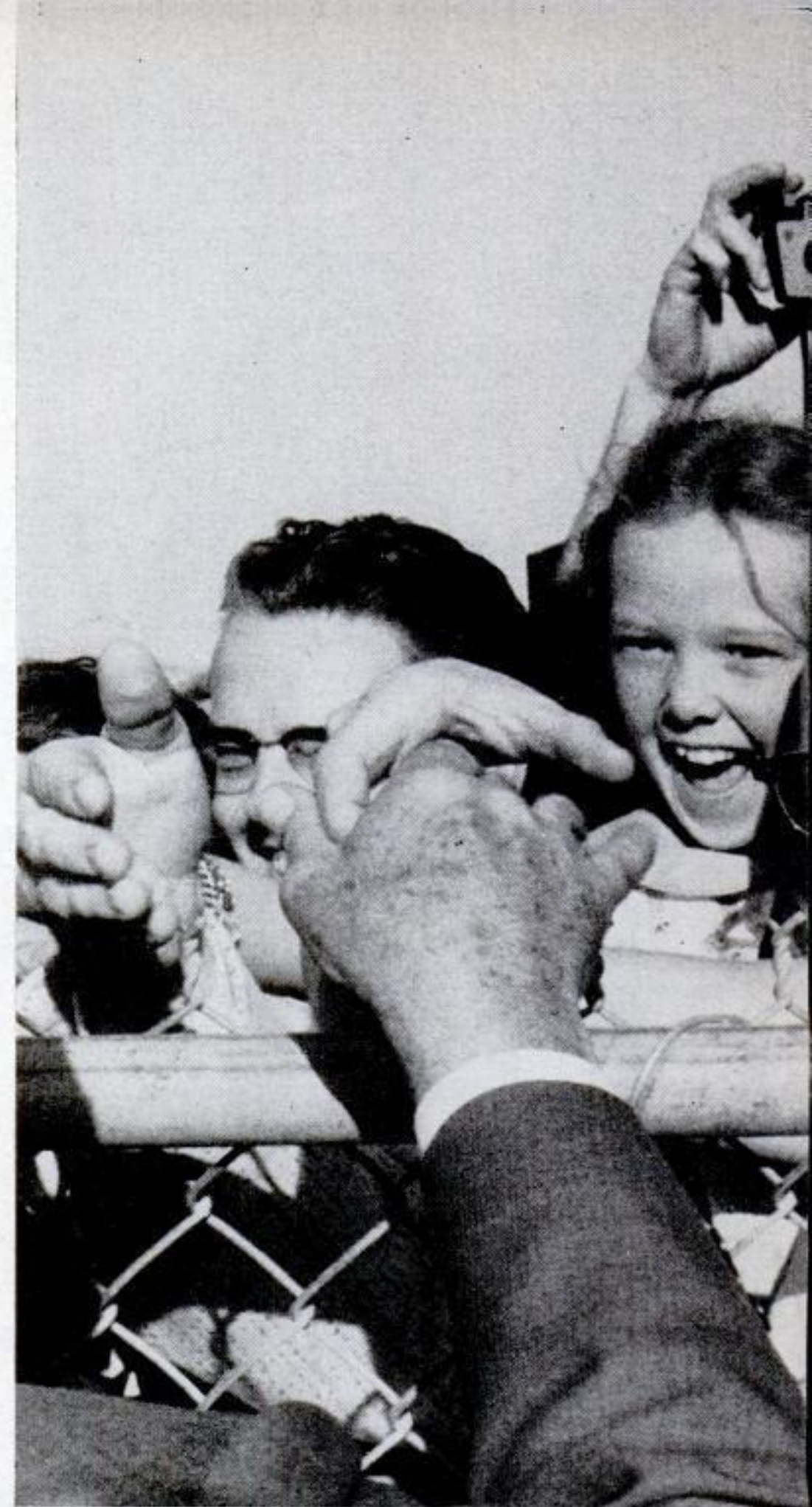
As the 1956 presidential contest moved into the crucial month of October, its pattern was set. Adlai Stevenson was eagerly pushing himself through a hard, all-out campaign, striving both to get close to the people and to draw the President into the fray as a partisan opponent. Mr. Eisenhower, though stepping up his activities, was relying not only on his speeches and his record but even more on the power and unique spell of his personality.

For Stevenson, the ordeal he had taken on showed as he shook his way through a thicket of outstretched hands (*opposite*). For Eisenhower, the aura of his personality was reflected in the glow of the Brooklyn crowd still waving after he had passed by (*below*).

Stevenson, far from the reluctant candidate of 1952, had leaped to the attack within hours of his nomination and was fighting shrewdly

and aggressively. His campaign was a grueling succession of long days, endless handshaking, hurried conferences, many speeches and never enough time (*pp. 34-35*). But the great moments, the cheering audiences, the words of encouragement and the belief that he was gaining ground made the seeming ordeal worthwhile—even glorious.

His task, however, was formidable. Not since Franklin Roosevelt had a U.S. political figure generated the same excitement as Dwight Eisenhower and he, unlike F.D.R., did not stir even his bitterest critics to hatred. Most polls showed the President ahead of Stevenson. But many Republicans, facing tight state-level contests and hoping for a lift on the Eisenhower coattails, begged the President to expand his campaigning. The President, increasingly aware of his unique campaign power, was agreeing,



HANDS THRUST AT ADLAI reach over fence at Des Moines airport to grasp candidate's hand (*left*).



LIFE

Vol. 41, No. 16 October 15, 1956



Overcoming shyness about handshaking has been difficult for Stevenson, but he has mastered the art.

WARM WAVES FOR IKE come from a beaming gathering of Brooklynites (*below*) as the President

drives along Eastern Parkway on his way to Ebbets Field and the opening game of the World Series.





THE EISENHOWER AURA RECORDED IN OPERATION: YOUNG KENTUCKIANS GATHERED ON THE MAIN STREET OF LEXINGTON GRIN IN ANTICIPATION AS THE

PRESIDENT GOES BY,

It was Columnist Stewart Alsop who first commented on the Eisenhower aura—the feeling of excitement and goodwill that lingers in crowds long after the President has gone by. A LIFE sequence camera, trained on spectators in Lexington, Ky. (*above*), caught dramatic evidence of the President's impact.

At first the Eisenhower campaign plans called only for five or six major television talks from



WAVING HAT AND SHAKING HANDS, THE PRESIDENT

THIRD-STORY SALUTE greets Mr. Eisenhower as he drives through Brooklyn on way to the airport.



PRESIDENT APPROACHES. THEIR BROAD SMILES MATCH HIS AS HE FLASHES PAST (CENTER). THEN, MOMENTS AFTER HE HAS PASSED BY, THE SMILES LINGER ON

THE SMILES LINGER

as many cities around the U.S. discussing his Administration's record. But he acknowledged TV's limitations in announcing that he would step up the number of personal appearances. "When you . . . yell 'Hello' or 'Hi' or 'Good afternoon' to everybody you see in the street," he told reporters, "it is hard on the voice. But," he explained, he gets "awfully tired just listening to reports. I like to go out and see people."



ARRIVES AT TERMINAL FOR A SPEECH IN CLEVELAND

YOUTHFUL CHEERS from children on an overpass echo after the President as he leaves Brooklyn.



CONTINUED



OMNIPRESENT COP, siren screaming, leads Stevenson cavalcade into Miami at night for big speech.



INEVITABLE YAWN, this time in Newark, shows Stevenson feeling effects of another grueling day.



DOUBLE-HANDING HIS WAY THROUGH A JAM-PACKED SHOPPING PLAZA IN MINNEAPOLIS, STEVENSON

'I SEEM IMPERSONAL? IT JUST ISN'T TRUE'

The relentless campaign pace he has set for himself—whistle stops, prop stops, car stops and now shop stops (*above*)—has given Stevenson only six days at home in seven weeks.

Last week he discussed this rugged schedule with LIFE Reporter Jane Estes. "The physical



BEAUTIFIED VIEW of the candidate thrills St. Louis women, who interrupt a morning session at

the Park Plaza Hotel beauty shop on the mezzanine. Said one of the women, "Isn't he handsome!"



MAKES ONE OF THE DAY'S FOUR "SHOP STOPS." SENATOR HUBERT HUMPHREY SITS BESIDE THE DRIVER

rigors don't bother me," said Stevenson. "The real ordeal lies in the constant ring of the telephone, the minor crises. . . . A thousand little details nipping at your heels constantly. . . . It's difficult to say the things you think need saying when you are working in fits and starts.

"However, I find meeting people and campaigning exhilarating. I've had people tell me that I seem impersonal . . . that it's almost as if I were standing off watching another person going through the handshaking. . . . This just isn't true. I'm as interested as anyone else."



VARIED SMILES greet an ad lib during the swing through New Jersey. When someone in the crowd

called out, "I like Ike," Stevenson replied, "I like Ike too, for almost anything except public office."



INDIAN GIVER, Solomon Fish and other tribesmen, presented Stevenson a peace pipe in Tulsa.



CRUSHING HUGS almost down Adlai in Newton, Iowa, as well-wishers grapple for their candidate.



PINT-SIZED PARTISAN, Cathie Perselay, 2, performs at Newark despite trouble with campaign hat.

THE CANDIDATE GETS GIFTS AND MUSIC BUT NO TIME FOR BEANS



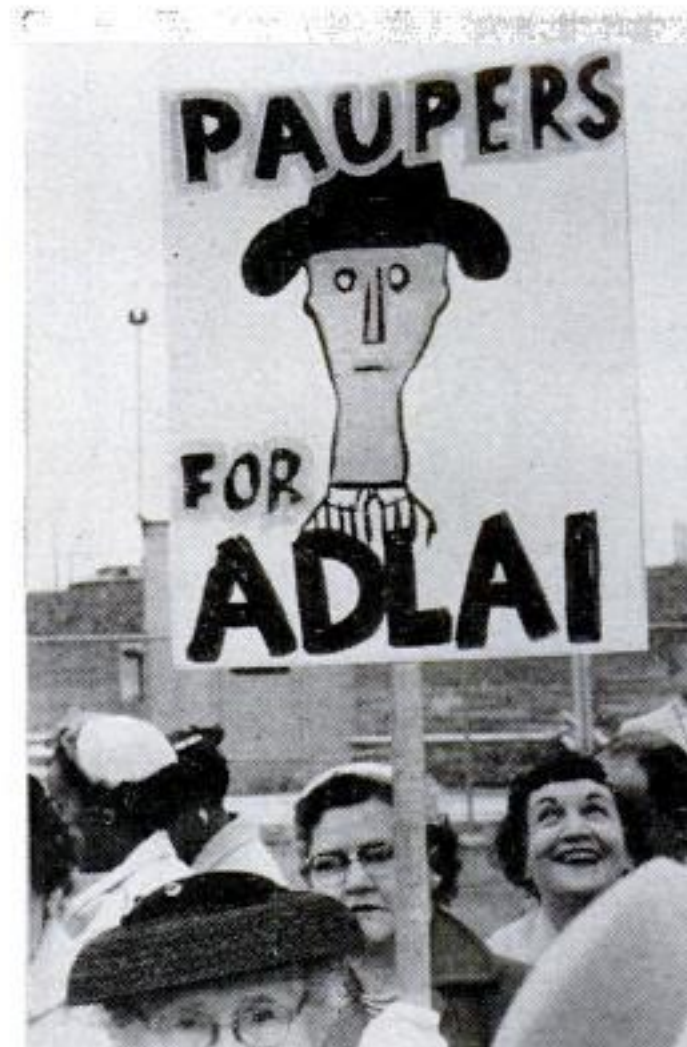
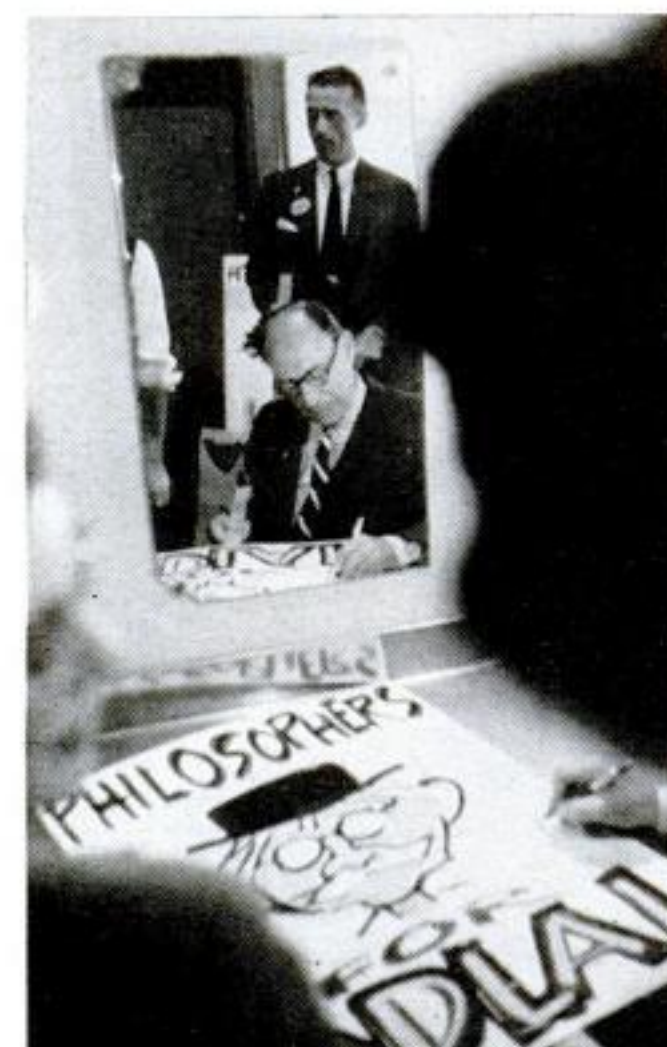
FOODLESS DINNER results as the candidate tries to eat frankfurters and beans at a party rally (15,000 attending) in the Minneapolis Auditorium. Before he can

tackle his plate, he is interrupted for handshakes, autographs and greetings. Then 15 minutes later, beans still untouched, he is pulled off to polish his speech.



GIFTS GALORE await the touring candidate. In Tulsa he admires beaded Indian moccasins ("a practical gift," he remarks). In Teaneck, N.J. he soberly accepts a

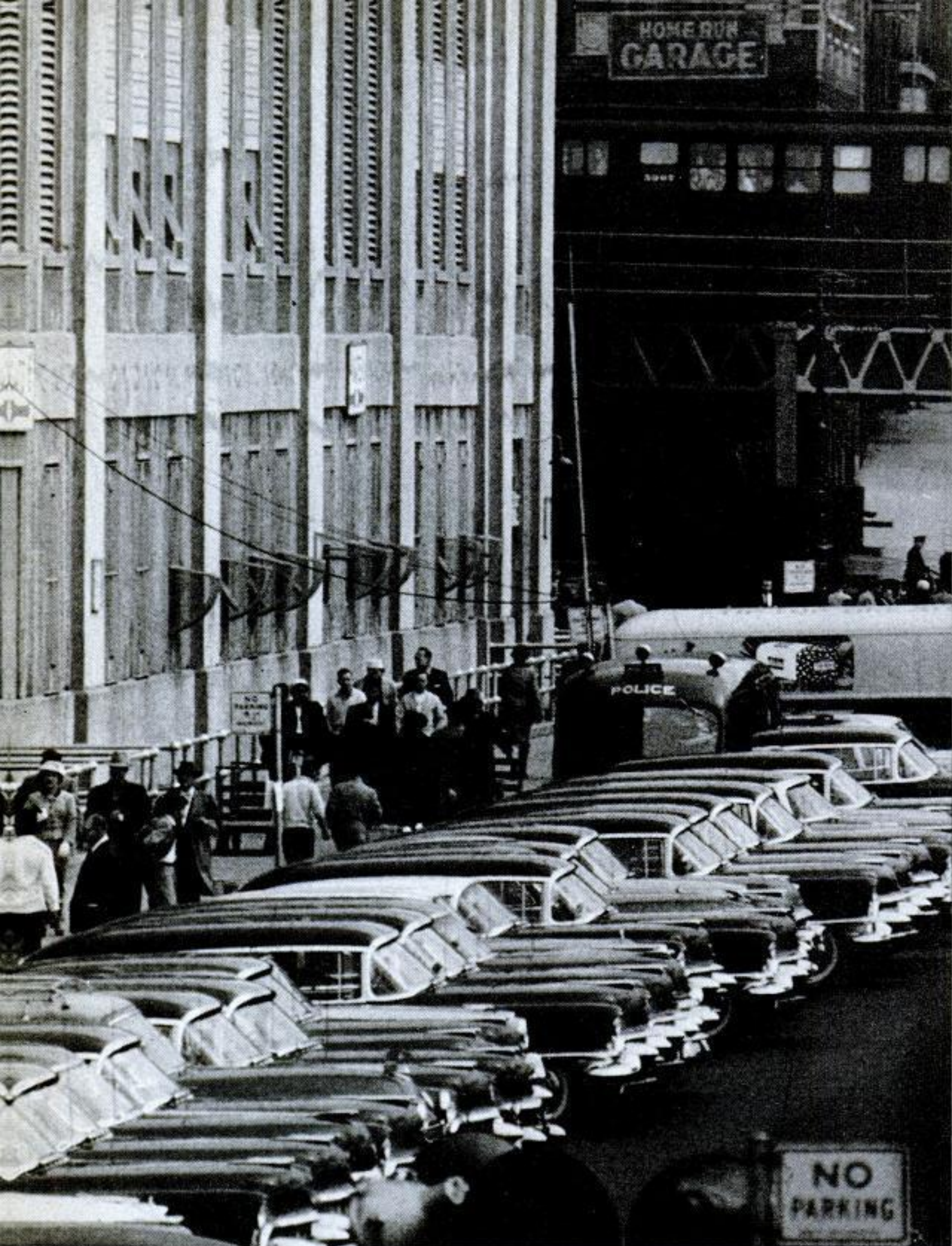
headstrong portrait of himself. In Minneapolis he samples some apples presented by Governor Orville Freeman and reports, naturally, that they are excellent.



SIGNS OF A BUSY TIME greet the candidate everywhere. Autographing one interrupts a last-minute speech-cutting session as an aide waits nervously (left).

Zany Minneapolis posters so pleased Stevenson that he took one (second from left) back to Washington. In Tulsa the poster view was less reassuring (right).





CARRIAGE TRADE at Yankee Stadium, which buys box seats for season and Series, parks its gleaming new limousines in a restricted area next to ball park.



THE EVER-READY RELIEVER, in this case Johnny Kucks of the Yankees shown during the second game debacle at Ebbets Field, is indispensable to the

THE RITZY NEIGHBORS OF SOME SASSY BUMS

The thought of going to Brooklyn, even for so enticing an event as the World Series, was enough to frighten a season box holder at Yankee Stadium. "We might get lost and never get back," explained one. Last week most of the Stadium carriage trade stayed aloof as their crosstown cousins jammed into subways (*above, right*) and spilled forth, eagerly anticipating what their Bums would do to the Yanks in the World Series opener. Three days later, aghast at what Brooklyn did do, cafe society and big business, with important clients in tow, rolled up to The Bronx in force in



DISMAYED MANAGER Stengel urges fourth of six relief pitchers, Tom Morgan, to halt Dodger rally.

ERROR UNDER PRESSURE by Joe Collins in second game showed Yankees were not perfectionists. →



THRILLING PLAYS, like this dusty dive into an out at third base, are part of every Series. In the



modern manager. In a game won by the Dodgers 13-8 the Yankees used seven pitchers who gave up a total of 11 bases on balls, both World Series records.

chauffeur-driven limousines (*above, left*) to observe in comfort and style.

The Yankees, as allergic to Ebbets Field as their patrons, lost the first two games there—making it five straight World Series defeats in Brooklyn in two years. A 39-year-old pitcher, Sal Maglie, continued his masterful magic to beat them the first day. In the second game, after the Yankees had taken an early 6-0 lead, the atmosphere in Brooklyn seemed to close in and smother them. Outfielders got sloppy, infielders became all thumbs and another old man, Manager Casey Stengel, wore a path from dugout



SUBWAY TRADE leaves Ebbets Field after opening game. Most Brooklyn fans are accustomed to a jammed subway ride to their small, overcrowded ball park.

to mound to change pitchers six times. It was Black Friday for the mighty Yankees, perhaps the most gruesome World Series game ever played, and before Brooklyn bats had stopped thumping the score was 13-8 and the Yankees were down two games to none.

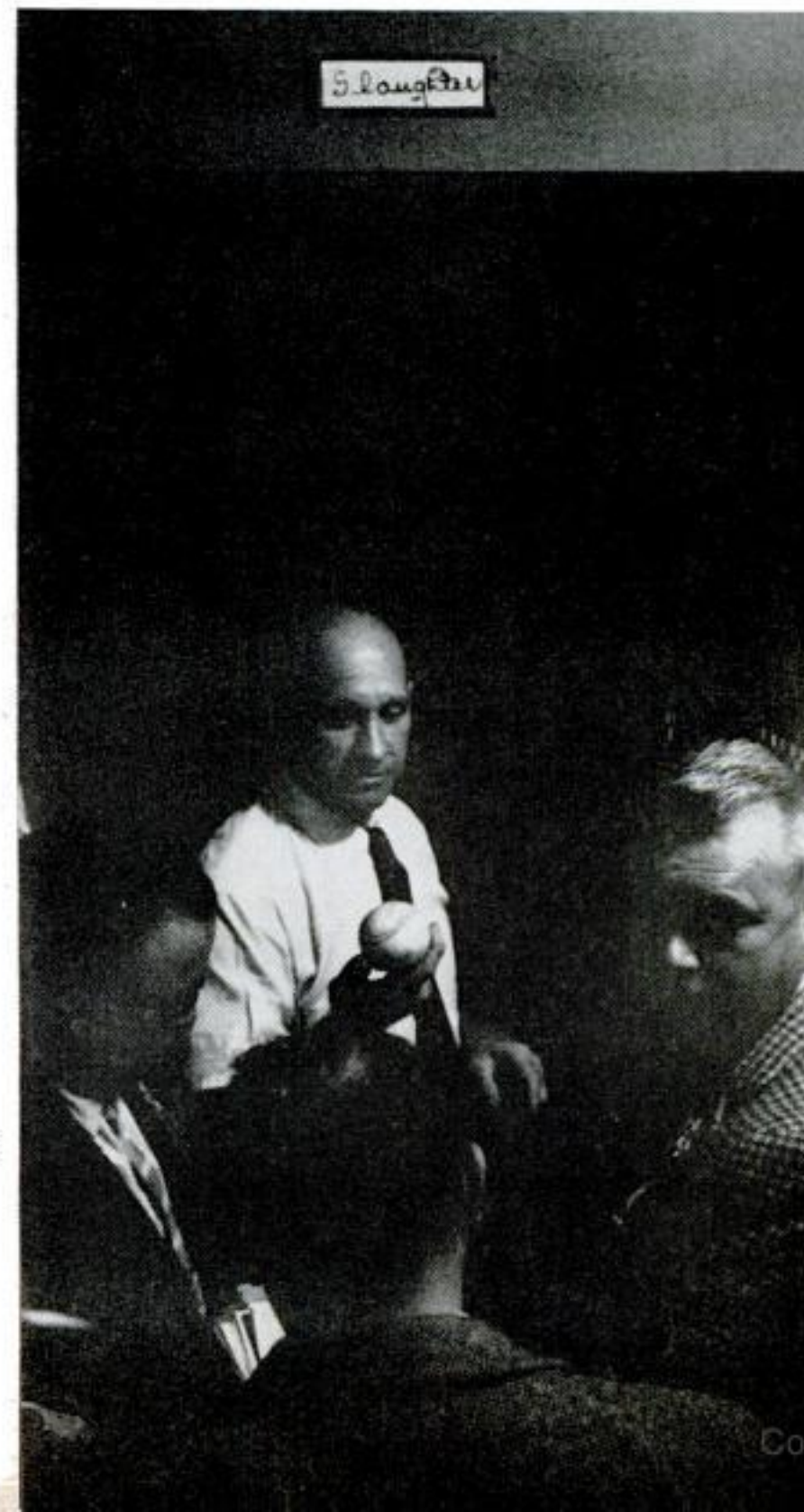
In the Stadium the trend was reversed. The Yankees, back in their own park, muffled Brooklyn bats and won their first game, with 40-year-old Enos Slaughter the hero. Then, having regained their old confidence, they beat the Dodgers again to tie up the Series at two games apiece.



third game this ill-considered attempt by Furillo to stretch a double may have cost Dodgers a vital run.



RELAXING HERO Gil Hodges greets press after his two doubles batted in four runs in second game.



AGING HERO, Enos Slaughter, 40, fingers the ball → that he hit for a three-run homer in the third game.

EUROPE EAST: A STIR OF FREEDOM

Profound changes are taking place in Europe, not only in the free half (*see below*) but in the Communist satellites as well. It is now clear that when Khrushchev exposed Stalin as a murderer and tyrant he let loose more than he could control. In opening this Pandora's box he not only destroyed a myth, he also destroyed a faith. All over the world, including Russia, disillusion and cynicism began replacing the fanatic fervor that dedicated Communists had felt for their secular religion. From then on Communist terror could never again pose as a "necessary evil"; from then on it stood revealed as, simply, terror. People who might endure the one would not as supinely tolerate the other—as the recent riots in Poznan against the Polish government proved.

Now the Communists have a tiger by the tail and cannot let it go. All of Poland—and indeed the whole world—is watching the trials of the Poznan rioters. Therefore the defendants are getting something approximating a fair trial; therefore they dare to stand up in court to repudiate confessions extorted by police torture; therefore Communist judges have no choice but to let witnesses testify that crowds were shouting for "Free Elections and a Free Poland—Away with the Russians!"

Not only is it difficult to stop this sort of thing; it is difficult to keep it from snowballing. Every such shout will beget another, and the more freedom that the satellites get from the anti-Stalin "thaw," the more will be demanded. This is happening now in Poland, where many Polish writers, artists and journalists are using the arguments of "Leninism" to try to achieve a measure of freedom and national independence. In Warsaw, Wladyslaw Gomulka, the former Communist boss who was broken and jailed as a Titoist, is re-emerging and now holds a balance of power which he is using on the side of greater independence. Titoism seems to be tearing the Politburo itself apart, so much so that

Khrushchev had to get Tito to come to his support. And Tito himself has been using "Leninism" to break up his Communist bureaucracy into regional economies with results tending to produce almost a free market, with a profit incentive.

In Poland, the Poznan explosion was simply the most violent of a long series of outcries, in which Communists themselves have joined. Poland's Communist poet Adam Wazyk stirred up a hornets' nest last year by writing a long poem of protest against forced industrialization.

After Khrushchev's confession, a Communist journal printed the moving letter of 18-year-old Michael Bruck who, at the age of 10, was told that his brother, slain in the patriotic Warsaw uprising, had died "for a falsehood." He had lost his faith in a Fatherland because he did not know which Fatherland to follow; he had lost his faith in God finally to find a new faith in the party, and now: "It has turned out that history was really forged. . . . I do not know how to change my soul for the fourth time. . . . I am ashamed of my older colleagues, ashamed for the whole party, for all those who waited, sniffed and looked around and for those who deceived. . . . I no longer know how to raise my head. . . . I have no basis for believing anything." Such bitterness found its echoes in the trial testimony at Poznan where 22-year-old Janus Suwart told how "poverty . . . made me steal" after his father, a prewar Communist who had been imprisoned for his party work, was in turn imprisoned by the Communists, his mother driven insane, his brother driven to suicide. Last June, he had helped set fire to the jail.

There is much to hearten the West in these stirrings behind the Curtain. It is now clear that force is not the only way liberation may come to the satellites, and that Communist enslavement is not, as some Americans have assumed, irrevocable. Americans, above all, should have known that there is never any "final" suppression of the human spirit.

EUROPE WEST: A HOPE OF UNION

In Western Europe, the big news is a fresh surge toward the old goal of integration. This movement has waxed and waned so many times that no predictions can be ventured. But the present waxing is most encouraging because seven nations are working for unity at the highest level.

The immediate reason is the Suez crisis, which has given Europeans a rather chilling sense of their own impotence. Not only do they resent having had to follow Washington's lead in a crisis that affects them more directly than it does us; they are even more shocked by their own disunity, revealed when Italy broke ranks on the payment of tolls to Nasser. Thus Adenauer last week declared that Europe has no future except "by pooling its prestige, its economy and its political might." The first goal is economic: specifically, a common European market.

Dutch Financial Expert Beyen, Belgium's Paul-Henri Spaak and France's Jean Monnet began agitating for this common market a year ago, and had it in draft treaty form by this summer. What might have remained just a piece of paper became the hottest idea in Europe when the British, whose aloofness toward such a movement has always frozen them in the past, unexpectedly took this one seriously. Chancellor MacMillan has presented it to his Commonwealth ministers for consideration and made a strong speech for it.

The British have changed their attitude not only because of Nasser, but also because Continental economic progress is faster than Britain's. A Continental common market would make the pace faster still and cost Britain a lot of trade she

can ill afford to lose. She is therefore disposed to join the competition as the harder but healthier course. A free trade area, said the *Daily Mail*, "would give Britain her brightest prospect since the great Victorian expansion."

Since Britain has special tariff ties with the Commonwealth, the original Beyen-Spaak plan would have to be changed somewhat to let Britain in. Instead of a customs union, it would be a free trade club among seven countries (Britain, France, Germany, Italy and Benelux), any of which could nevertheless keep its separate tariff schedules toward the rest of the world. Despite these modifications, the plan would mean a sensational shift in British policy. And it would create a new free market for nearly 250 million people—a bigger market than the U.S.

With such possibilities, some Europeans are beginning to talk of themselves as a "Third Force" again. But they don't mean what they did a few years ago, when the term was a euphemism for anti-American neutralism. The free trade zone need not put American trade with Europe at any greater disadvantage than it is now. A stronger Europe, as MacMillan pointed out, would be in a better position to remove its present discriminations and make all its currencies convertible. Thus Dulles was quite right to give the movement his blessing. So was the London *Economist*, which calls it "a fresh chance, which should be seized, to erect on this side of the Atlantic the sturdy pillar which Americans themselves have long wished to see bracing this end of the oceanic bridge."

We sure have, and we wish the builders success.



Now...in Portable models, too !

HOTPOINT Hi·Vi TV

New high in vivid picture, new high in vivid sound, new high in vivid styling

Now Hotpoint brings to portable TV a new concept in viewing pleasure—Hi-Vi! New high in vivid pictures up to 80% brighter . . . new high in vivid sound that surrounds and thrills.

The lightest portable TV ever (only 13 lbs.) is just one of Hotpoint's 7 great new portables. They offer new portable TV features, like Synchromatic Tuning to bring in perfect sound matched with perfect picture; Automatic Focus to keep picture and sound in perfect adjustment; special circuits to mask out the interference that

causes picture distortion; construction by "automation" for prolonged trouble-free performance even in rugged use.

And Hotpoint Hi-Vi Portables are yours priced from only \$99.95*! (Slightly higher West and South.)

Give the youngsters their first set—give yourself a second set. For the perfect combination of portability plus performance—get all-new Hotpoint Hi-Vi Portable TV, on display at your dealer's now!

**Manufacturer's suggested retail price.*



Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Customline • Television



Hotpoint Co. (A Division of General Electric Company) 5600 W. Taylor Street, Chicago 44, Illinois

Here are 3 of 7 colorful Portables in Hotpoint's complete line of all-new TV sets

AMAZING 13-LB. PORTABLE! Lightest portable TV ever is new Hotpoint 9" overall diagonal (43 sq. inches of viewable picture area) model. Brilliant picture and sound, vivid colors. Perfect for children, to take along from room to room, for porch or patio. 9S102.

NEW HOTPOINT 14" PORTABLE—14" overall diagonal (96 sq. inches of viewable picture area) weighs only 26 lbs., has Shaded Glass for rich contrasts even outdoors in the sunshine, Hotpoint automatic operation, and 80% brighter picture. Choice of colors. 14S203.

PORTABLE WITH BIG SCREEN! New Hotpoint Hi-Vi Portable, 17" overall diagonal (144 sq. inches of viewable picture area) weighs only 32 lbs.—but gives you BIG picture with living-room performance plus portable versatility. Choice of vivid new colors. 17S301.





There are so many ways to enjoy...

The Campbell

The Big Red Ones Roll in...

After
3 years of
Campbell
Care
the new crop is
ready for your table

It took only a few weeks of fast work and close timing to get the entire 1956 crop of Campbell Tomatoes to our kitchens. But behind this plump, red harvest lie three years of painstaking work.

Almost that much time is needed just to select and increase the seed from which each year's crop is grown. The seedlings were planted in specially prepared soil and nurtured to maturity with the help and advice of a Campbell Field Man. The people who picked the tomatoes were given special instructions, so they picked the ripe fruit at just the right stage of ripeness.

Yet it is extremely unlikely that all the tomatoes you see in the picture were able to pass Campbell's rigid tests for color, flavor, and uniformity.

The fruit that did was hand-trimmed and given at least six cleansing baths in cold running water. Then the Campbell Chefs took over with their proverbial blending skill.

What came of it all is waiting at your favorite food store for you to take home and taste. You can enjoy the Campbell Tomato, 1956 crop, in our tomato soup, tomato juice, and V-8 Cocktail Vegetable Juices. And also in the sauces of Franco-American Spaghetti and Campbell's Pork and Beans.

When you do we think you'll know we practice what we preach when we say:

**"To make the best, begin with the best—
then cook with extra care."**



Tomato



Campbell Soup Company, makers of: Soups • Tomato Juice • Pork & Beans • Franco-American, Swanson and V-8 Products



Autumn has such bright ideas!

Some are positively brilliant.

For instance... when your raking is finished, sit back and enjoy the pure, golden reward of a Four Roses highball.

Here's flavor as mature and mellow as autumn itself. Perfection in a glass.

And this glowing richness never varies in Four Roses. Season in, year out, each bottle offers the same unrivaled goodness.

Sounds expensive, yet it costs only a few pennies more per glass for the finest.

That's why it's such a bright idea to always ask for Four Roses.



When it's time
for the finest...

FOUR ROSES

FOUR ROSES DISTILLERS COMPANY, NEW YORK CITY

A LOOK AT THE WORLD'S WEEK



A STRANGE SHOW OF FAIRNESS IN A COMMUNIST COURT

In Poland three youths named Jerzy Sroka, Kazimierz Zurek and Jozef Foltynowicz (*left to right, with guards*) went on trial for murder in the first of a series of prosecutions growing out of the bloody Poznan riots (*LIFE*, July 16). In a procedure unprecedented in Red jurisprudence,

defense attorneys made impassioned attacks on the state before Western newsmen, lawyers and diplomats. As the trial continued, the world wondered to what extent Communist oppression was relaxing (see editorial, p. 40) and to what extent the Poles were just putting on a show.





←A JET'S LAST LANDING

Scattering itself along hundreds of feet of a London airport runway, an Avro Vulcan jet bomber, pride of the RAF, came to a fiery end close to a crowd that was to have welcomed it back from a triumphant 26,000-mile flight to Australia. Approaching in a hard rain, the big plane touched down prematurely in a cabbage patch, hurtled upward and then fell. Two of its crew of six escaped by ejector seats—the pilot and Air Marshal Sir Harry Broadhurst, copilot.

A MOTHER'S LAST LOOK

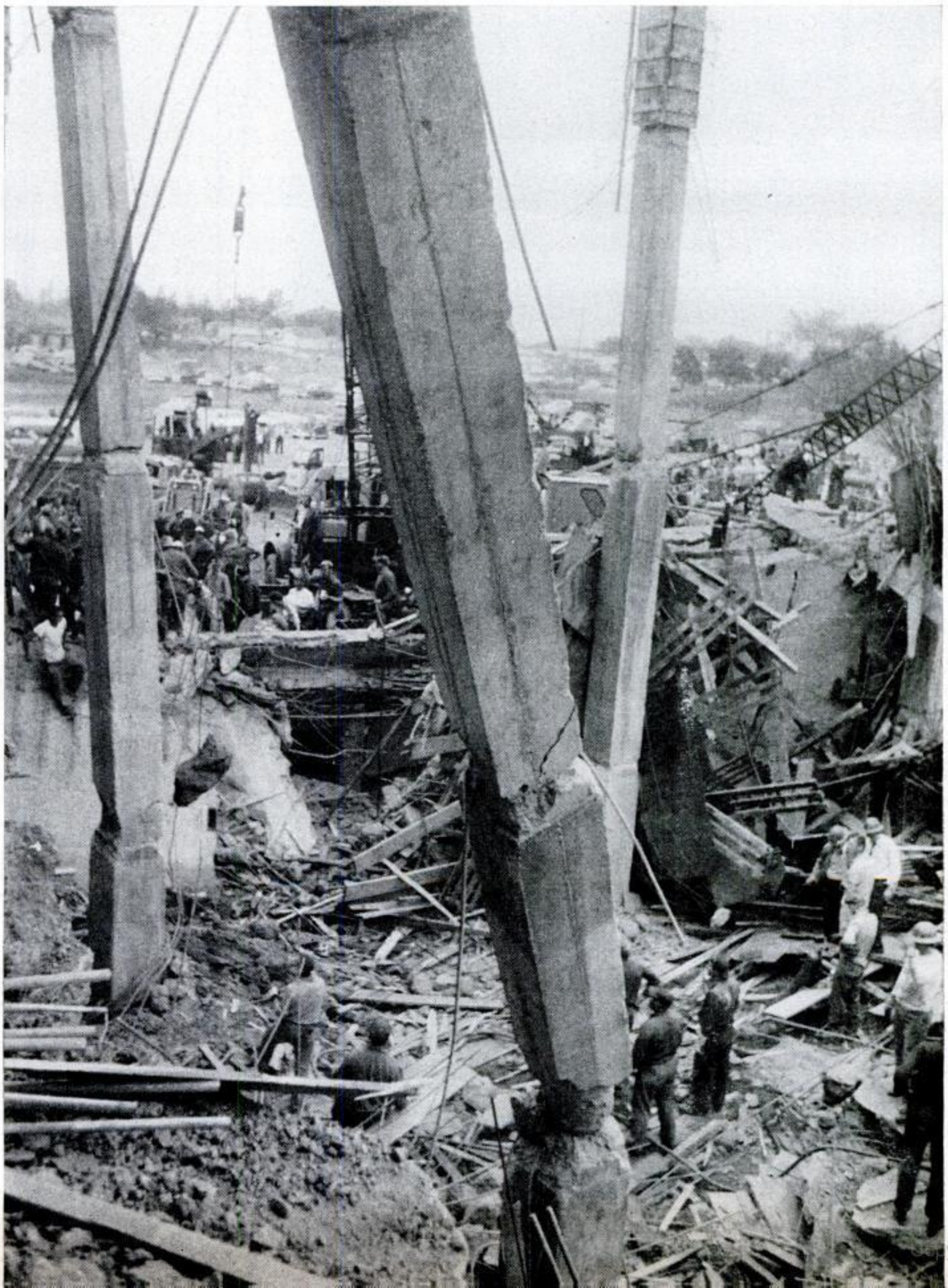
The grief-racked mother of Nicaragua's slain President Somoza (LIFE, Oct. 8) leaned limply upon the bier as the family gathered for the funeral. Others (*from left*) are son Anastasio, ("Tachito"), boss of the Guardia Nacional; natural son José, an army major; a sister-in-law; son Luis (*dark suit*), heir to the presidency; the widow (*facing camera*) and a sister. "Tacho" was buried in a cemetery instead of, as he had wished, at the base of a huge statue of himself.

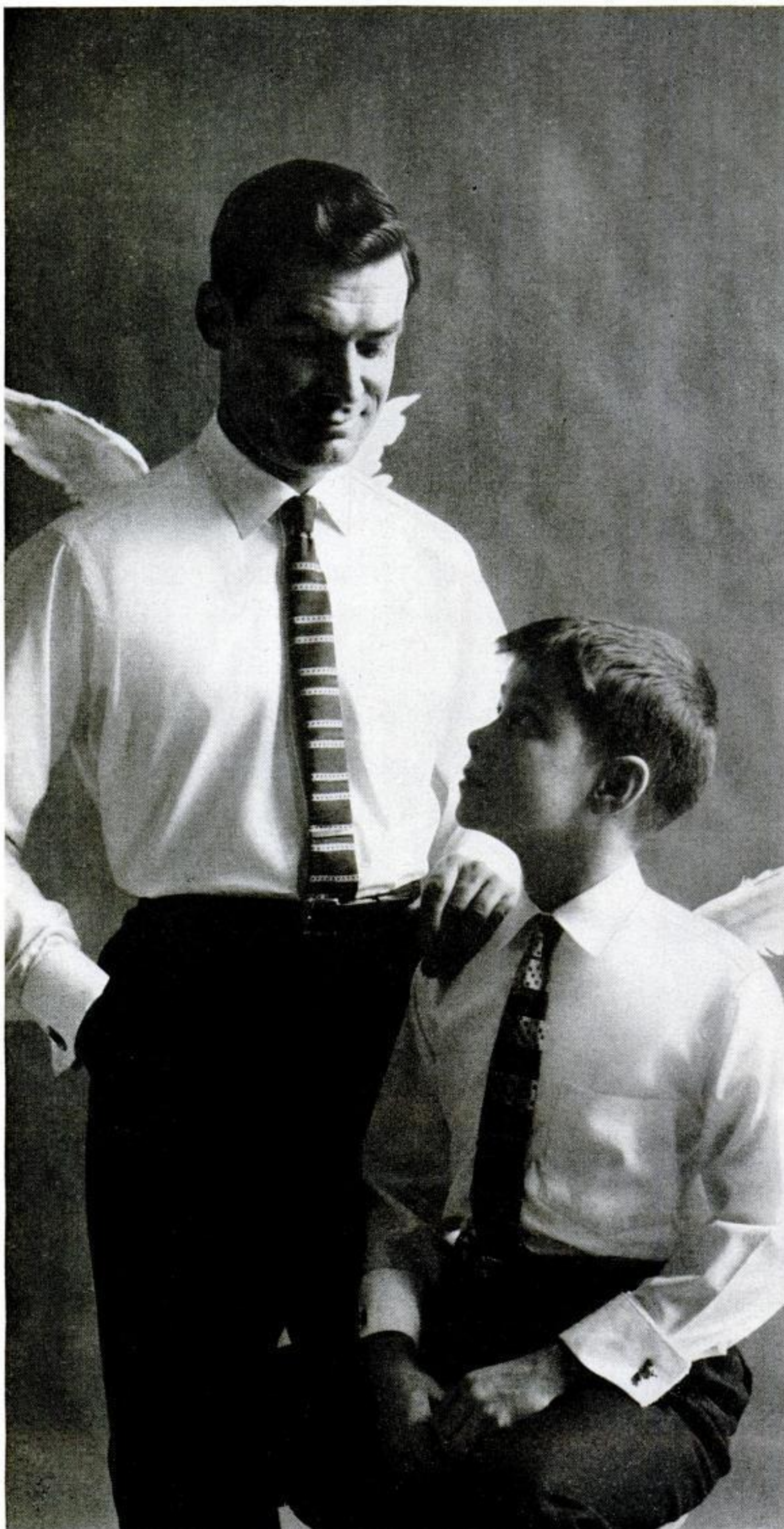
←SOMBER SESSION ON SUEZ

While the Soviet Union's Shepilov (*at table, left*) and Egypt's Foreign Minister Fawzi (*right*) listened dourly, Britain's Selwyn Lloyd (*hands on lapels*) opened the Suez Canal debate in New York. The Big Four foreign ministers were taking an active part in a Security Council meeting for the first time. At it Secretary of State Dulles pledged U.S. support of a resolution for international operation of the canal, endorsed Lloyd's suggestion for closed-door meetings.

DEATH AMID THE DEBRIS

In a tangle of debris like the aftermath of a bombing raid, volunteer rescue workers, including 60 inmates of a nearby state penitentiary, searched for victims of the collapse of a partially completed office building in Jackson, Mich. Designed to withstand the shock of an atomic blast, the \$2.8 million, four-story structure had sagged suddenly and then spilled tons of steel, timbers and fresh concrete upon the construction crew, injuring 15 and killing 10.





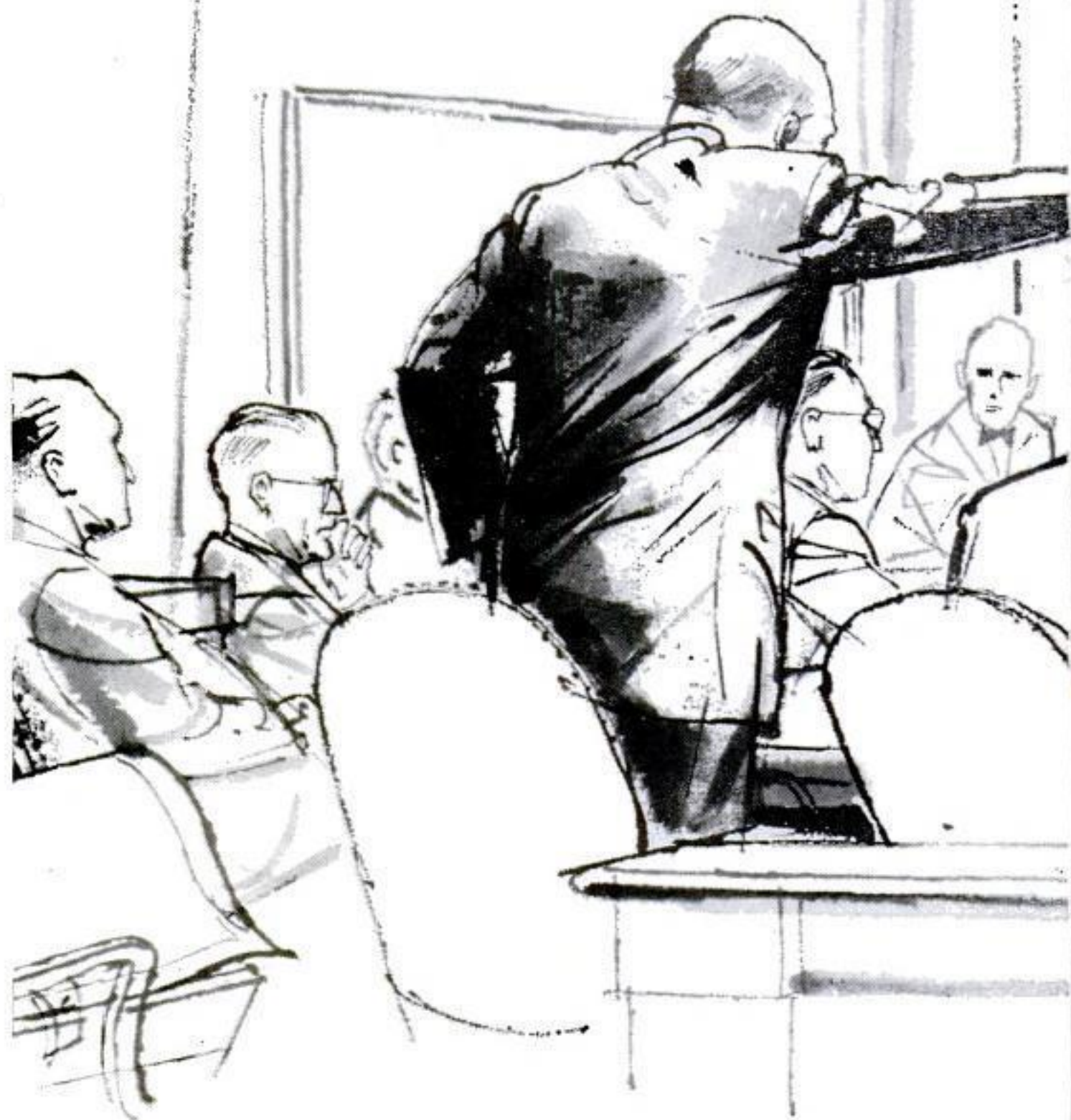
the man who wears Wings won't lose his shirt

Isn't it a pity to throw away a perfectly good shirt because the collar has frayed? This can never happen to the man who wears the Wings Rocket because the collar is *guaranteed* to outwear the shirt or he gets a new shirt *free*. The Wings Rocket Shirt has the only collar in the world made of Airplane Cloth—*ounce for ounce the strongest cotton loomed*. And what a shirt! Rich broadcloth, cut full and roomy, it looks every bit the equal of costlier shirts.

In 14 smart new collar styles, white or colors, 2.95. Boys', 2.50. Wings, 4 W. 33rd St., N. Y. 1.

Another unbeatable
Wings value—Wings Superfort,
with guaranteed collar and
cuffs of Airplane Cloth, 3.95

Wings
MAKERS OF SHIRTS, SPORT SHIRTS AND
DYNAFLEX® PAJAMAS FOR MEN AND BOYS



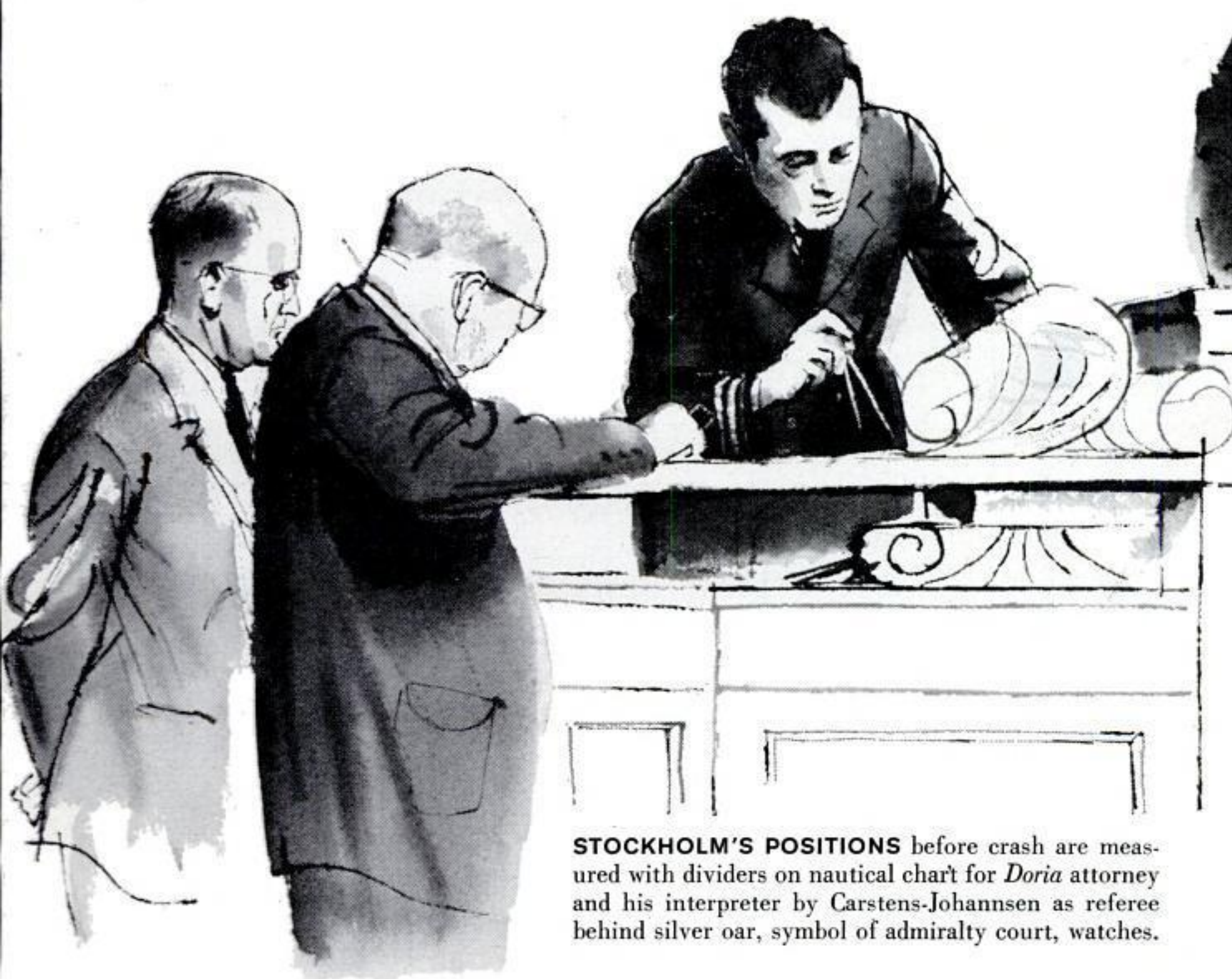
A Legal Squall Kicks Up in Wake of 'Doria'

THE TWO TOP WITNESSES GIVE OPPOSITE VERSIONS OF CRASH

In a crowded Manhattan courtroom for the past three weeks a pair of strangely contrasting characters have been unraveling their roles in one of history's worst sea tragedies: the sinking of the *Andrea Doria* the night of July 25-26 with the loss of 50 lives. The central figures of these preliminary hearings (depicted for *LIFE* by Artist Arthur Shilstone) were Ernst Carstens-Johannsen, 26, cool young third officer of the *Stockholm*, who took command of her bridge before she rammed the *Andrea Doria*, and 58-year-old Piero Calamai, the *Doria's* veteran captain. As Carstens-Johannsen told the story, the weather was clear with only a patch of fog when the *Andrea Doria* veered into his path. But Captain Calamai contradicted him. Calamai said the night was thick with fog. The *Stockholm*, he claimed, was running 19 miles

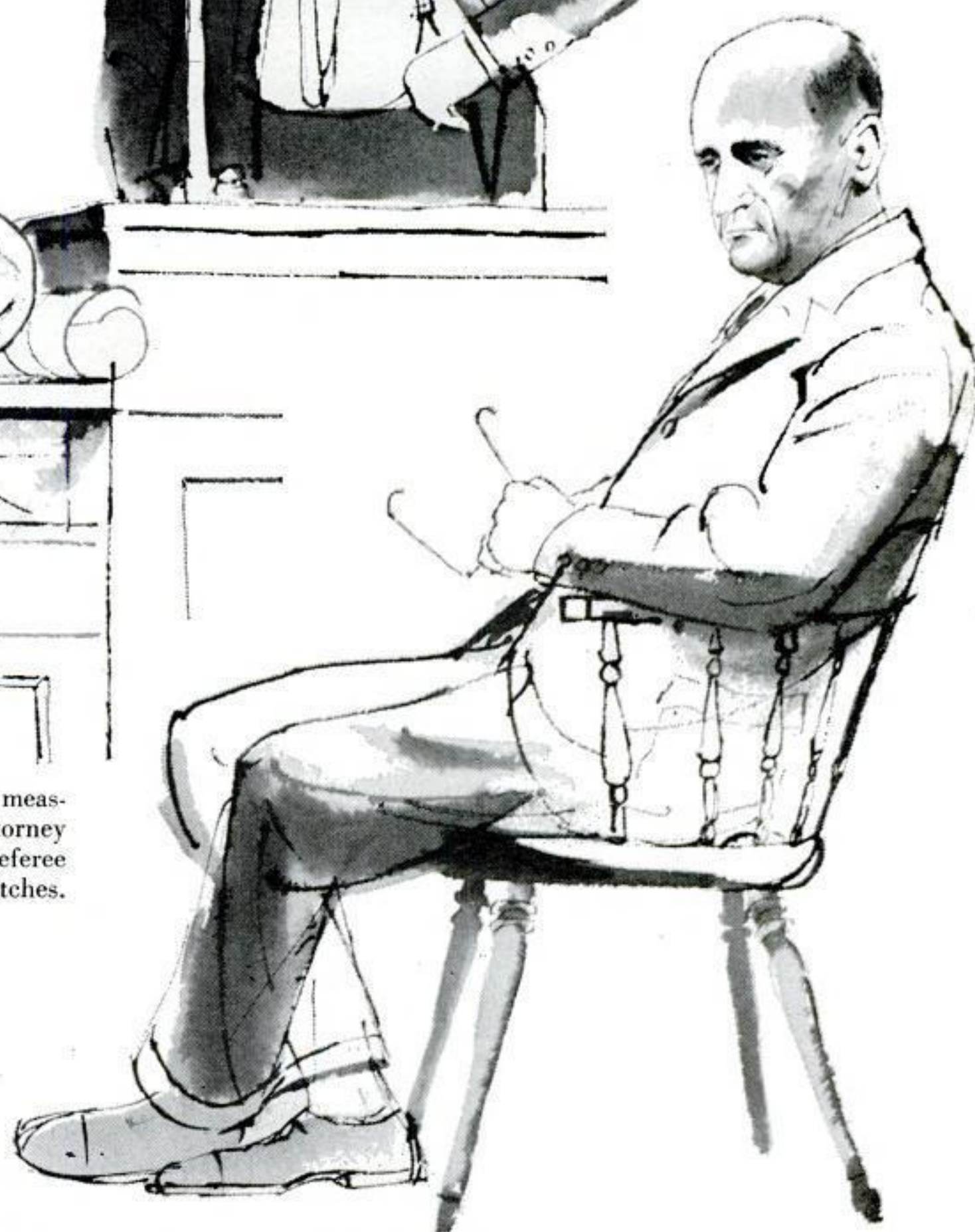


DRAMATIC MOMENT of cross-examination comes as *Doria's* lawyer, Eugene Underwood, points an accusing finger at Carstens-Johannsen, vainly tries to make him admit that the *Andrea Doria* was on his starboard side.



STOCKHOLM'S POSITIONS before crash are measured with dividers on nautical chart for *Doria* attorney and his interpreter by Carstens-Johannsen as referee behind silver oar, symbol of admiralty court, watches.

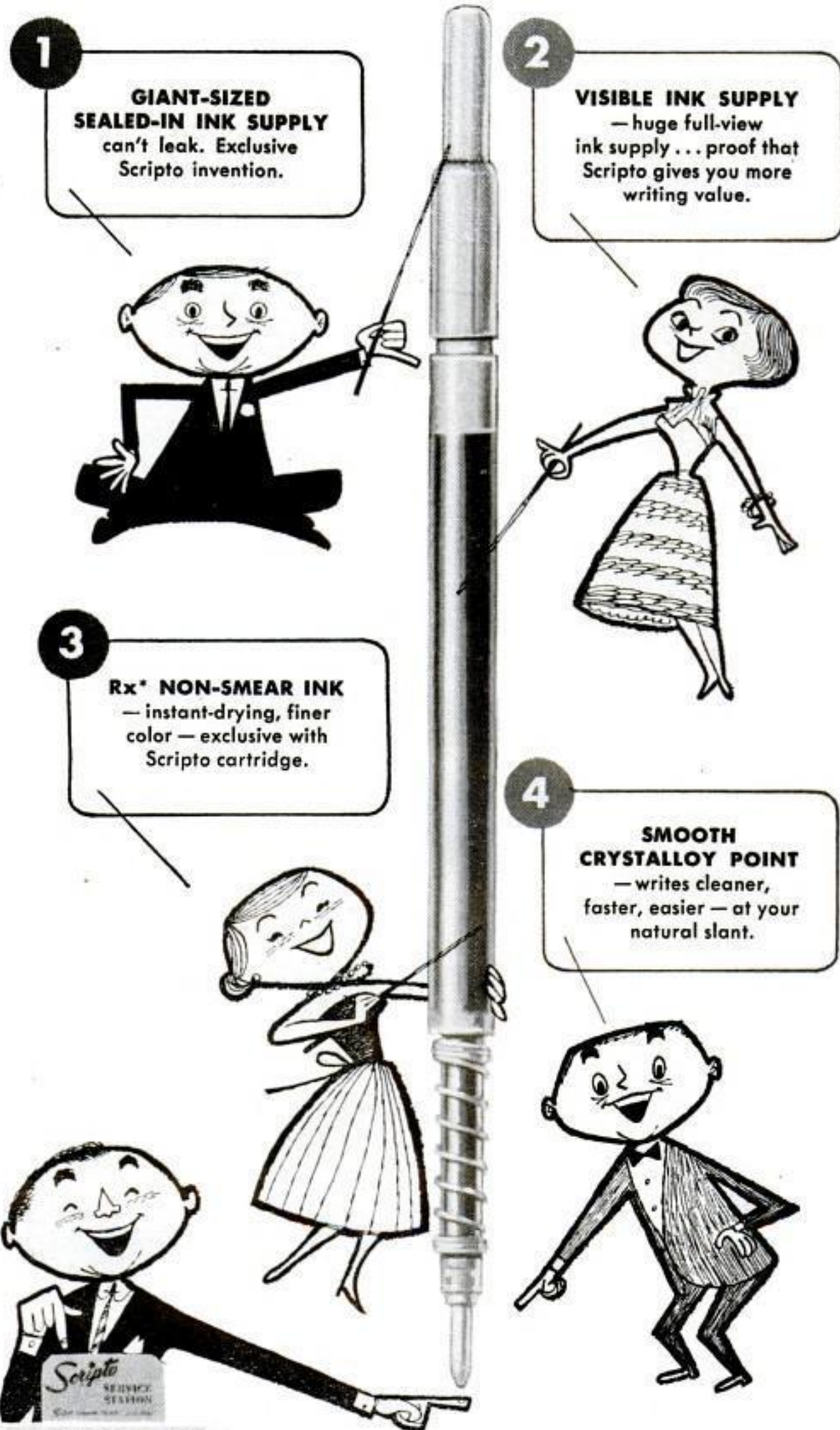
north of the sea lane normally used by eastbound ships. According to him it was the *Stockholm* which turned without sounding a signal and crashed into his ship. The two also differed widely on a vitally important matter of fact. Carstens-Johannsen testified that the ships were approaching each other port to port, but Captain Calamai said they were starboard to starboard. This, as is explained on the following pages, was a crucial point, because each witness said the other ship had made a last-minute turn that caused the crash. But if either had wrongly estimated the position of the other, his own evasive turn would have been the fatal error. The case probably would not come to trial for another year; then the testimony taken here would be weighed in accordance with the complexities of maritime law.



"DORIA'S" CAPTAIN, shattered by the sinking of his ship, was a dejected figure at the hearing. He spent 39 years afloat, said after the collision, "When I was a boy, and all my life, I loved the sea; now I hate it."

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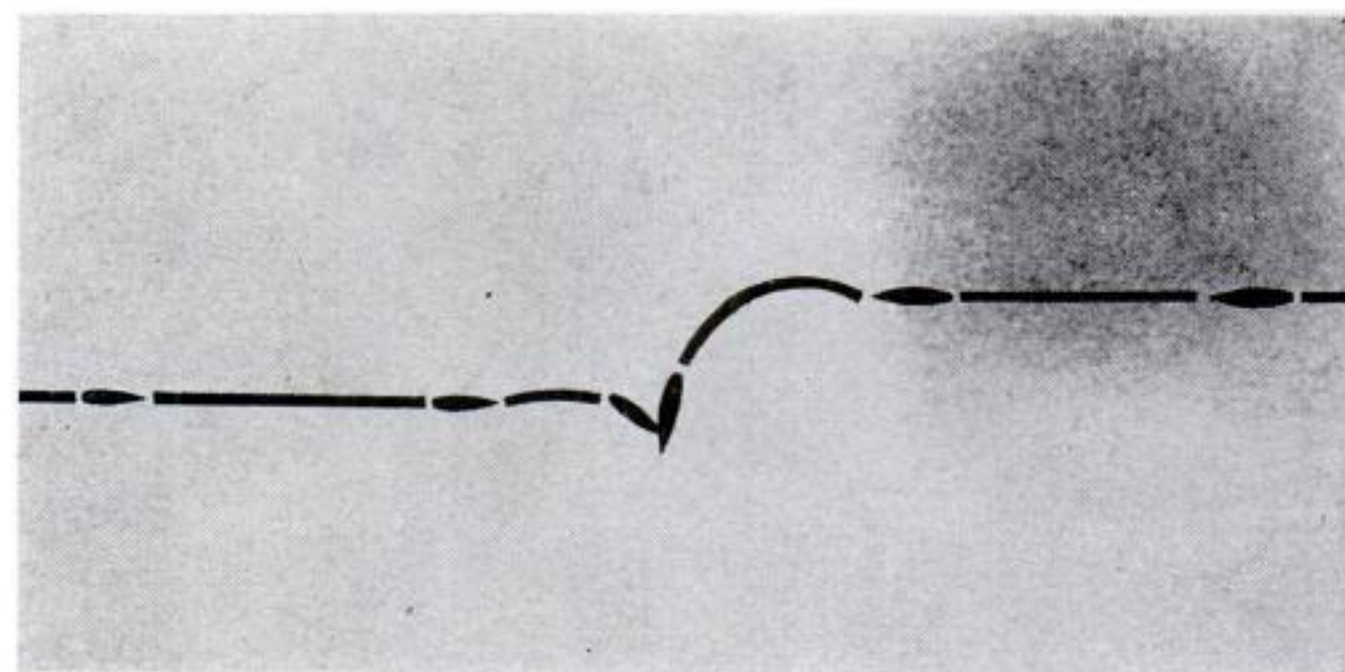
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'DORIA' CONTINUED



SWEDISH VERSION has *Stockholm* (left), in clear weather, swinging right to avoid *Doria*, which came out of fog patch to port and swung into her path.

CASE HANGS ON

by HERBERT BREAN

The *Stockholm-Andrea Doria* crash is the first high seas collision of major ocean liners in history. Fifty million dollars in suits, claims and counterclaims have resulted thus far. That means they will all be adjudicated by maritime law, in an admiralty court. And that means that much of what happens in the courtroom will be incomprehensible to, or misunderstood by, the average man and even by the average lawyer, regardless of how diligently they read the day-to-day reports of who testified to what.

For maritime law is a law unto itself, born of ancient, seagoing custom, some of it dating back to the galley and trireme, and, to a land-lubber, filled with antithesis, anomaly and even occasional animism. (In admiralty law a ship can be sued or arrested as though she were a real person.) But to the admiralty lawyer, a rare breed (there are about 1,104 among all the 241,000 lawyers in the U.S.), they are the very essence of a simple, direct justice for those who venture upon the high seas.

That is why the evidence thus far has been widely misinterpreted by the lay public, which has tended to attach significance to the wrong things, and why some clarification is necessary for anyone who plans to follow what may be an historic trial.

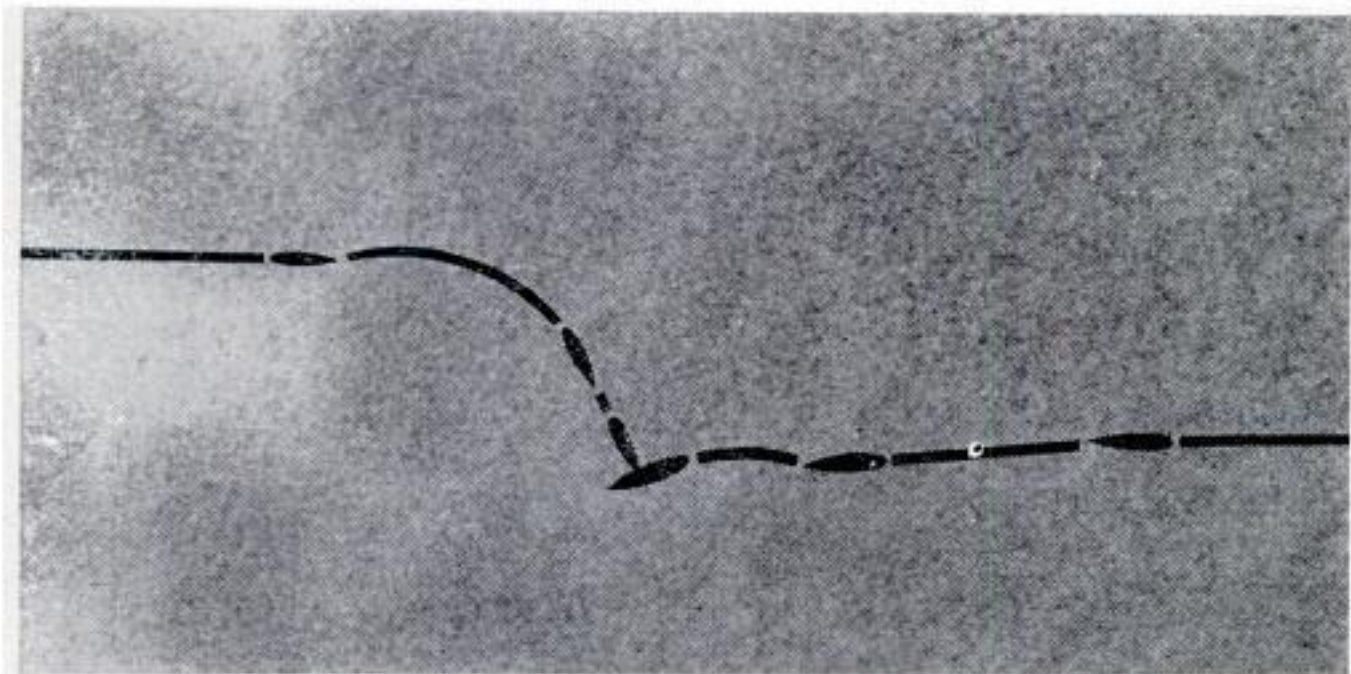
For example, was the *Stockholm*, as some headlines implied, illegally off the "Route Charlie" track recommended for eastbound ships? The answer is no. While there are three transatlantic tracks marked out for use by passenger ships plying between New York and European ports, nations that "subscribe" to them, including Sweden and Italy, are not obligated to follow them. The tracks are merely suggested. In any case, they begin at Nantucket Lightship and follow the great circle northeast. The *Stockholm-Doria* collision occurred 20 miles west and south of the lightship. The *U.S. Coast Pilot* book has recommended courses for ships between Nantucket Lightship and the entrance to New York Harbor. But they were deleted from the manual last February. There was no prescribed course for the *Stockholm*, and her master had every right to be where he was if he thought it was the best place for the ship.

Again, how important is the alleged unreliability of the *Stockholm's* helmsman? Third Mate Carstens-Johannsen testified that the helmsman was prone to daydream, and the *Stockholm's* course recorder, which pens on a graph the exact heading of the ship at each minute of the voyage, shows that on this watch the course varied as much as 2.5° each side of the true heading.

The answer is that navigators consider 1.5° variation, in those waters and in that weather, to be satisfactory helmsmanship (a 1° variation anywhere is excellent). The currents of Nantucket are strong, capable of drifting any ship. Thus in expert opinion, even a 2.5° variation was acceptable and it was not the helmsman's aberrations that placed the *Stockholm* where she was.

The third mate testified that although he saw radar pips indicating an oncoming ship he waited to see the ship before maneuvering. When he did see her, 1.8 to 1.9 miles away, he changed course to starboard without giving the one whistle blast which means "I am altering my course to starboard." And he was actually on the telephone to the crow's nest just before the *Stockholm's* prow knifed into the *Doria*. It was seconds later that he made the sharp right turn in an attempt to avoid the collision.

Yet these facts are legally insignificant. As admiralty courts have held, radar is an aid to navigation but not a substitute for direct vision.



ITALIAN VERSION of the collision has *Doria* (right), proceeding on course in the fog, being struck as the *Stockholm* swings into her from starboard.

OLD LAW OF SEA

The radarscope on the average ship, which looks much like a round, dim TV screen, is 12 inches in diameter and, when set for a 10-mile radius, covers about 314 square miles. Even on a scale of one mile to the inch, a ship shows up only as a briefly glowing dot seen every three seconds as the sweep revolves. But so does a rock, a small island or a buoy. Neither the *Stockholm* nor the *Doria* could recognize each other's identity from it. As for the unsounded signal, Carstens-Johannsen says he did not blow his whistle because this was a standard port-to-port passing, in which the ships would pass each other on their port (or left) sides; he turned to starboard to make further room, expecting the *Doria* to keep straight on her course. Captain Calamai, however, testified that the *Stockholm* was approaching on his starboard (or right) side, and that he swung left to make room for a starboard-to-starboard passing, in which the ships would pass on their right sides. Although many newspapers reported speculation that the *Doria* could have avoided the collision by turning right, Captain Calamai said that such a maneuver would have driven him straight into the *Stockholm*. In brief, both ships turned in the same direction. The court must decide which officer decided wrongly.

What then are the really basic issues? In the opinion of veterans of maritime law, responsibility for the *Doria*'s disaster will rest on two points:

1. What was the position of each ship in relation to the other (drawings, above)?

2. Was visibility impaired or not?

The answer to the first may be supplied by the experts' evaluation of each ship's course recorder. If an analysis of the recorders shows that one ship was making a sweeping 90° turn well before the other began a lesser turn of 45° this might determine which ship took the initial action that ultimately brought both together at one point in space and time. This is all the more important because large ships do not turn as nimbly as bicycles, automobiles or even trucks. When a ship's rudder is swung over, the ship first begins to "crab," or skid sideways, in the water, swinging around on a point about one quarter of her length aft of the bow, known as the "pivot point." She continues to crab for two or three lengths, until her forward motion asserts itself in the new direction. Thus a large ship cannot effectively change course for a matter of minutes.

The question of visibility is vital because the International Regulations for Preventing Collisions at Sea establish different procedures when fog, snow or rain restrict vision. Captain Calamai testified that heavy fog restricted visibility to a half mile and that he was sounding fog signals. Carstens-Johannsen testified that the night was clear, with the moon shining off his starboard bow, although there may have been fog patches some miles off his port bow. In such a controversy, how is "restricted visibility" to be interpreted? The International Regulations for Preventing Collisions at Sea are specific. In meeting another vessel "head to head" as these ships were, a power-driven vessel must display four lights: a white one on the foremast, another white one, 15 feet higher, on the mainmast, a green starboard light and a red port one. On a dark, clear night, the white lights must be visible at least five miles, the side lights at least two miles. If they are visible only at lesser distances, visibility may be regarded as restricted. Carstens-Johannsen testified that although his radar picked up the *Doria* at 12 miles he did not see her lights until she was 1.8 to 1.9 miles away, a suggestion at least of impaired visibility. However, he testified that he did not sound fog signals nor summon the captain to the bridge (standard procedure in fog) because the weather was sufficiently clear

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'DORIA' CONTINUED

for safe navigation. A likely inference is that the *Doria* was in a fog bank and the *Stockholm* was closely approaching or skirting it.

Also of importance is the matter of speeds. International rules say a ship in fog must proceed at "moderate" speed. This is interpreted as the ability to stop dead in the water in half the sight distance ahead. Since the *Stockholm's* sight distance on the port bow was presumably two miles or a little less the question is whether she could have stopped within one mile. Carstens-Johannsen indicated she could and opinion backs him because the *Stockholm* is a motor ship, powered by diesels which reverse quickly and strongly. However, according to Captain Calamai's testimony, the *Doria*, a turbine-driven ship which is a type generally slower to halt, was doing 21.8 knots, almost her top speed, in 1/2-mile visibility.

These matters of immediate fact represent one level at which the case will be decided. But there is another one, general maritime law, which will also affect the ultimate verdict. Thus U.S. maritime law holds that if two ships collide and each is in some degree responsible for the collision—say 80% and 20% respectively—they shall be held equally liable for the resulting suits and damages and must share the total costs equally. But there is another possible yardstick: the 1910 Brussels Collision Convention of maritime nations, which both Italy and Sweden have ratified (the U.S. has not), agreed upon a *proportionate* method of assessing liability. So the judge must decide which concept shall apply—and, if it is the Brussels apportionment principle, what percentage each line must pay.

There are other points deep-rooted in maritime law which will affect the present case; their origin is generally the concept that every voyage is a dangerous adventure, as indeed it once was, shared by passengers, shippers, crew and owners alike. Once an owner has sent a seaworthy ship to sea properly manned, equipped and supplied, the argument goes, he cannot be held responsible for what mischances befall through wind, wave or human error. If he were, it would put an end to marine enterprise, since one disastrous voyage could ruin an owner. It also suggests why maritime law generally permits an owner to limit his liability to the value of his ship at the end of a voyage, plus the "pending freight." If, as in the case of the *Doria*, the ship at the end of the voyage is at the bottom of the sea, apparently irrecoverably, her value to her owners is nil. In which case the owners can petition to limit their liability to the pending freight—the revenues from passenger fares, cargo and mail. This is one reason why the Italian Line has petitioned to limit its liability to \$400,000. The Swedish line, if held at fault, can ask for limitation to an amount equal to the value of its damaged ship upon her return to New York, where she legally ended her voyage (a claimed \$3,558,000, plus \$346,000 in pending freight—or \$3,904,000 in all). This may be deemed sufficient to cover any claims validated against the *Stockholm*. But since the Italian Line's \$400,000 may prove insufficient they may also be required to provide additional funds, but for death and injury claims only, to as much as \$60 per gross ton (no measure of weight, a gross ton is 100 cubic feet of enclosed space). Since the *Doria* was of 29,100 gross tons, the additional liability may total \$1.8 million.

By maritime law these sums are the limit of the amounts recoverable—unless "privity" can be proven. Privity means some knowledge of an act or an omission to act on the part of the owners that helped cause the disaster. From the direction of the questioning of witnesses thus far there is no doubt but that every effort will be made by lawyers representing individual claimants to prove it. If privity is proved, then limitation of liability will not be granted and the owners can be sued for everything they have. To prevent that the owners must prove that every precaution had been taken and that what happened off Nantucket on July 25 was not their fault but the result of unpredictable human error on either or both bridges.



WAITING LAWYERS, handling some of the \$50 million in damage claims, listen to testimony. They will use these depositions when their suits are tried.

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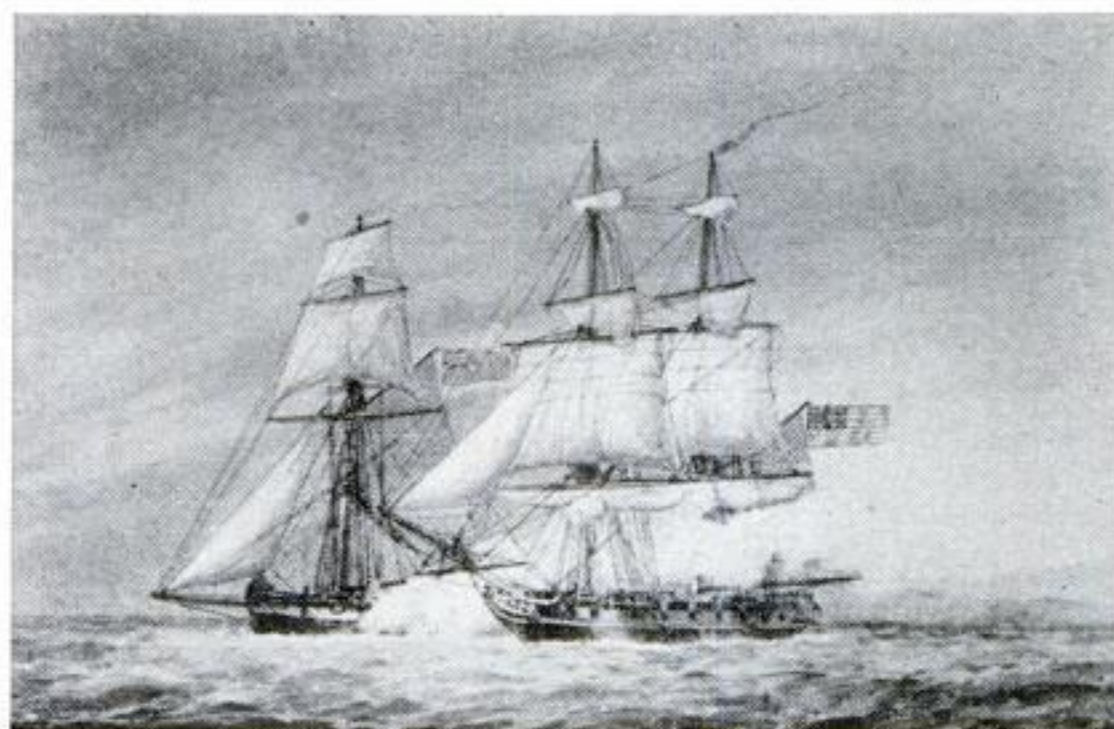
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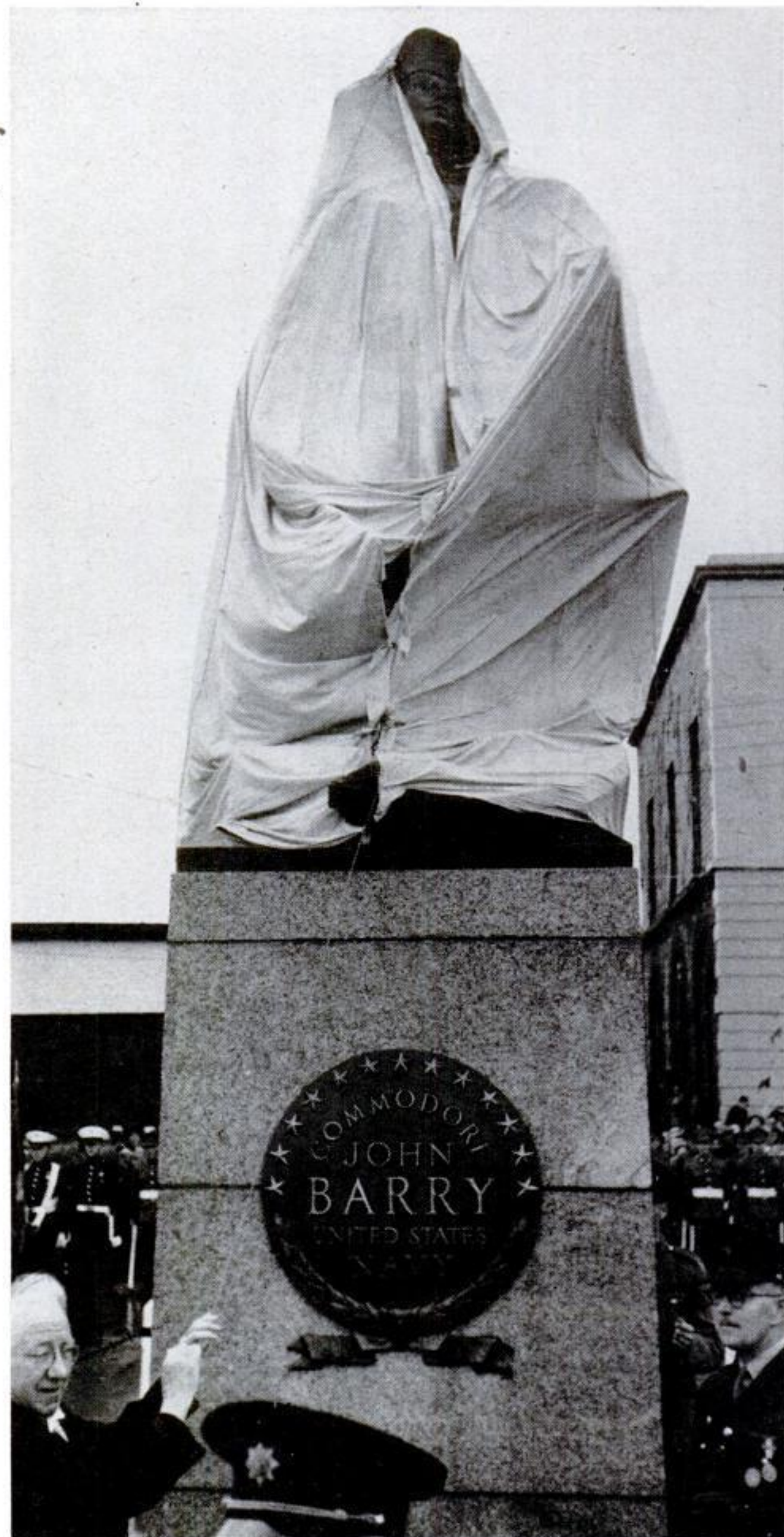
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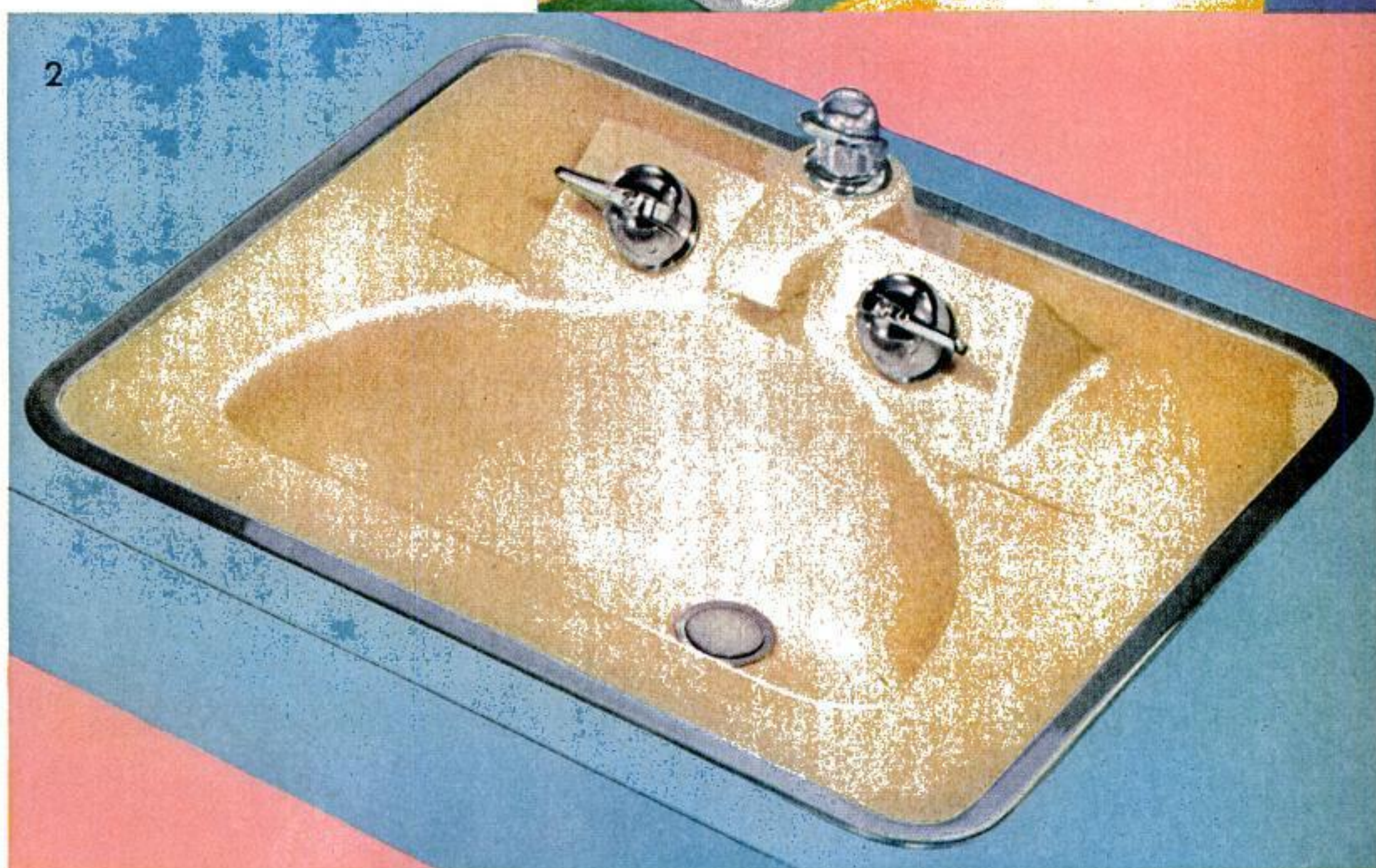
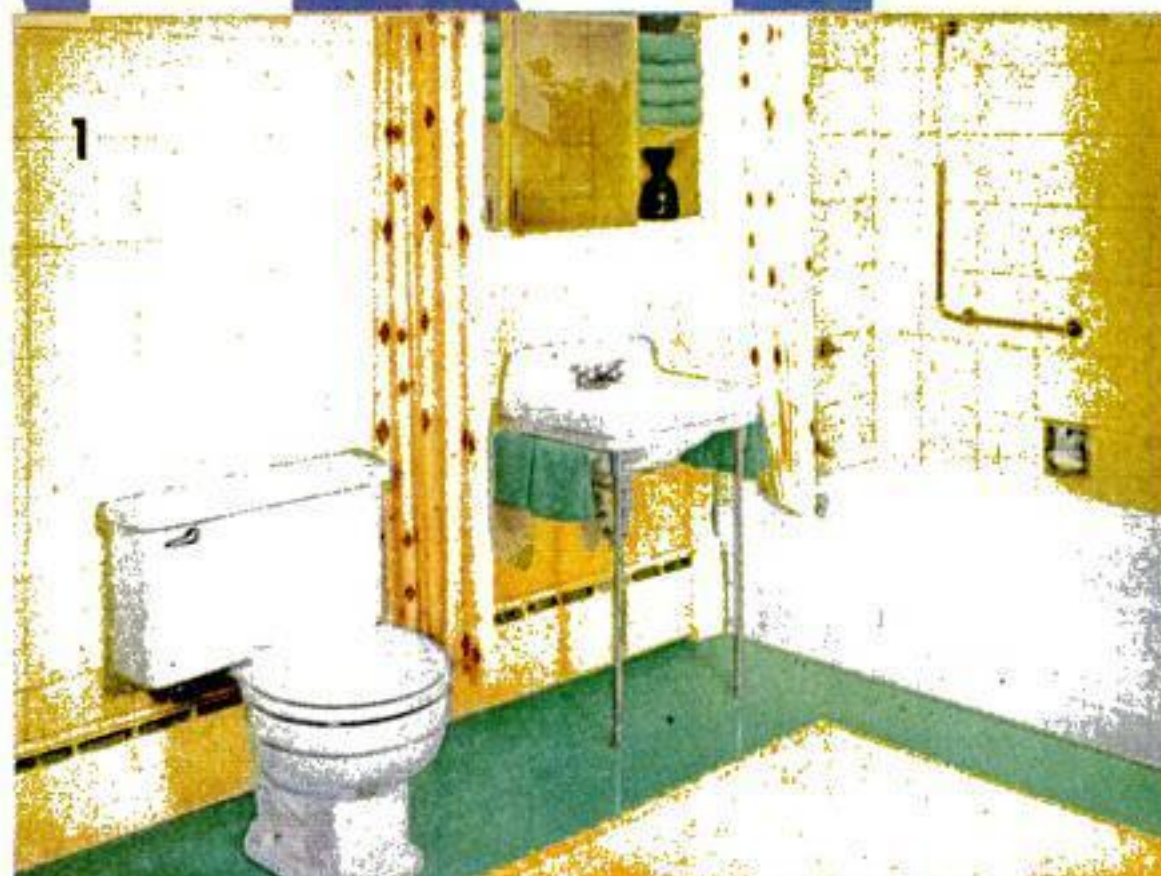
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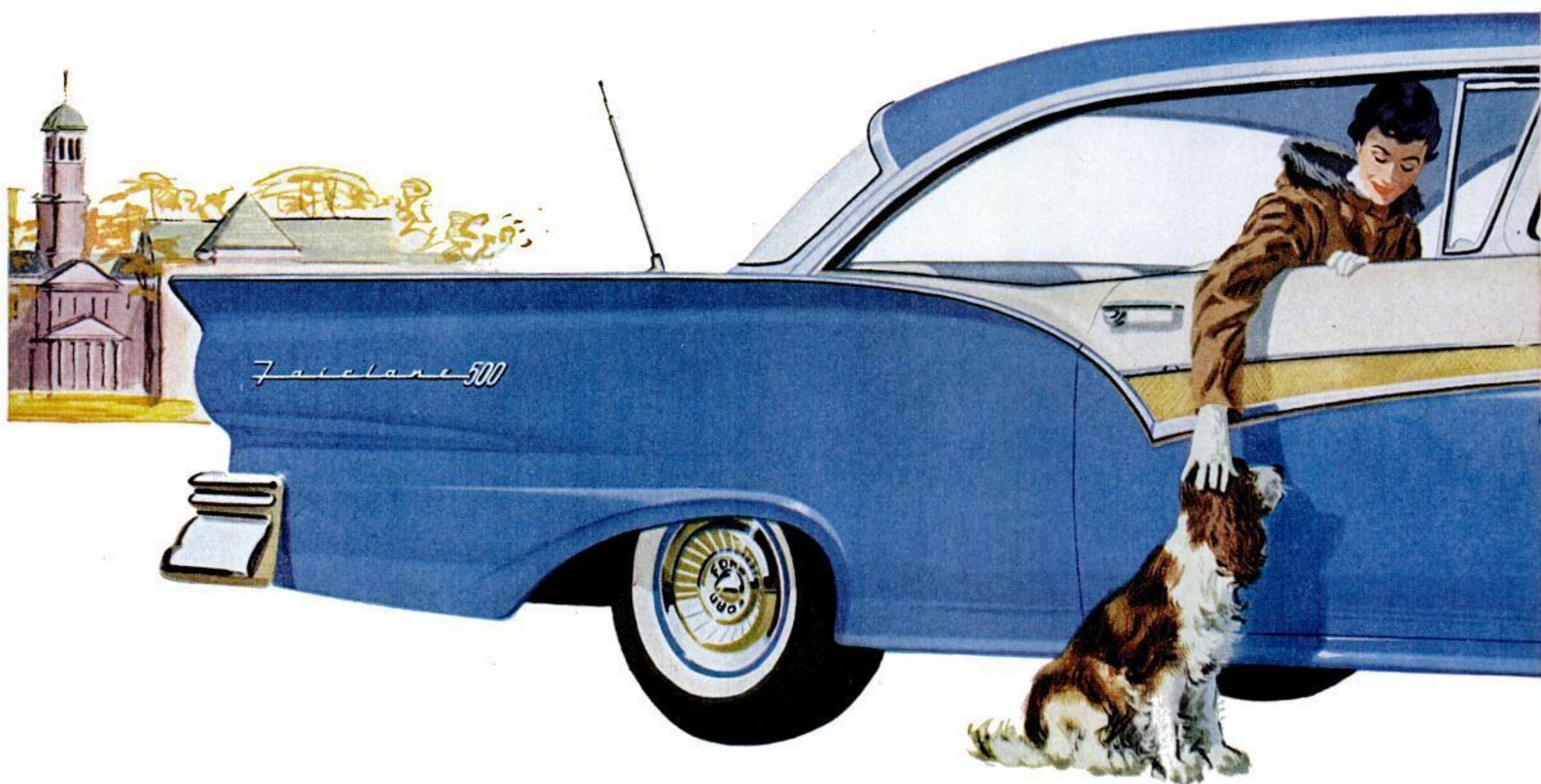
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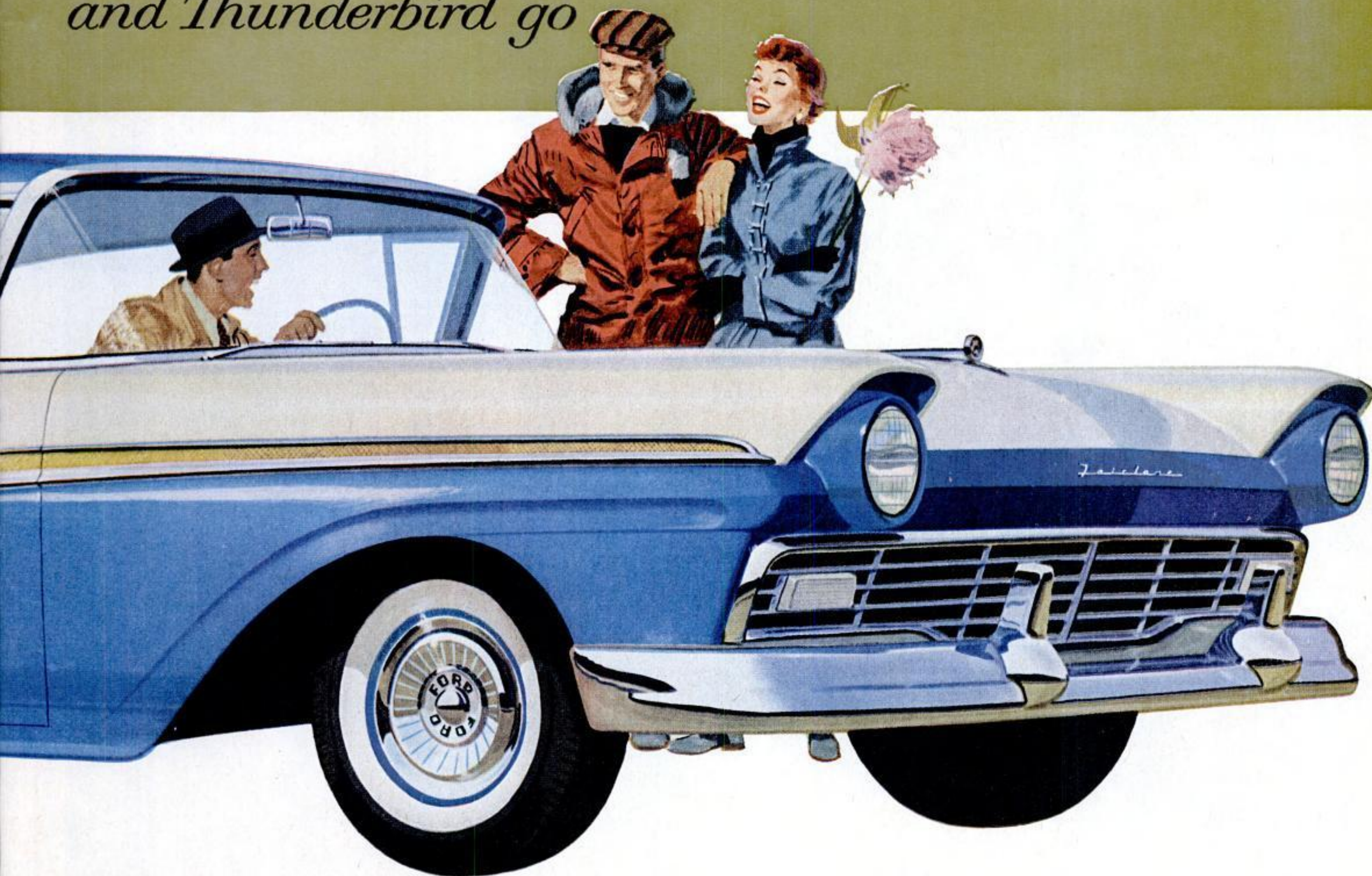


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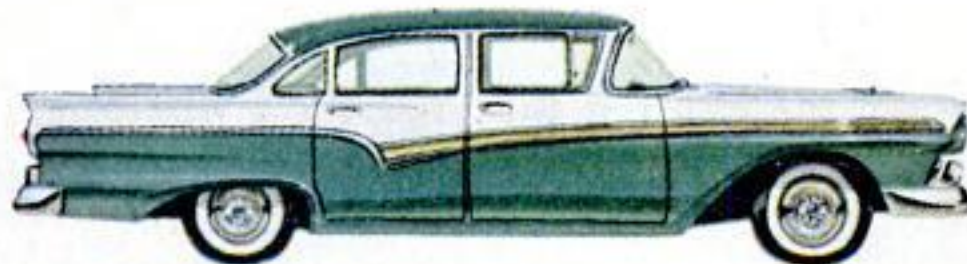
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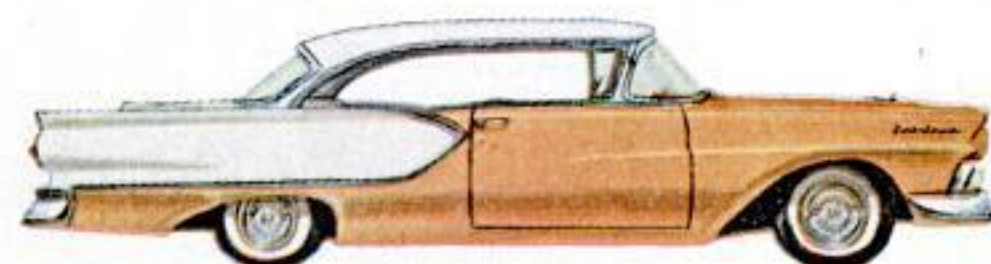
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BEFORE HIS LAST SOLO JACK BENNY TURNS TO GIVE A FEW WORDS OF ADVICE TO THE ORCHESTRA

Benny Battles Classics

"This is the most ridiculous thing I've ever done," Jack Benny muttered in his Carnegie Hall dressing room. Then, carrying a borrowed \$25,000 Stradivarius, the self-proclaimed master fiddler, whose most famous musical show-piece is *Love in Bloom*, strode on stage to be the featured soloist with 70 members of the New York Philharmonic-Symphony Orchestra. A capacity crowd paying benefit-performance prices of up to \$50 a seat had come to hear him.

Benny tucked his fiddle under his chin, nodded to the conductor, then discovered he had

not brought his bow. When a well-rehearsed stagehand provided it, Benny proceeded to saw his way through pages of flat notes on flagging beats which set the house rocking with affectionate laughter. In mid-performance he fired the concertmaster (*right*). But after negotiating some gypsy airs and the first movement of the Mendelssohn violin concerto, he took four curtain calls and said he was looking forward to a long life ahead of even finer fiddling. "Look at old Fritz Kreisler," Benny declared. "At his age he plays even better than I do now."



REJECTING HELP, Benny glowers at Concertmaster John Corigliano, who rises to play Jack's cadenza, then confers with Conductor Alfred Wallenstein (*second*), who banishes Corigliano (*third*), leaving chair (*bottom*) empty, Benny triumphant.



"IT'S WONDERFUL!" IS FEELING EXPRESSED HERE BY HUNDREDS OF WOMEN WHO TRIED NEW WHITE-FROTH CLEANER. CAMERA CAPTURES THEIR

Women Wonder-Struck By New "White Froth" Cleaning Formula

**MAKERS OF BON AMI INTRODUCE EXCLUSIVE FORMULA IN AEROSOL CAN
FOR CLEANING WALLS, WINDOWS, PAINT, PORCELAIN, WOODWORK**

Newest and probably most revolutionary advance in cleaning ease and speed is this white-froth formula that "jets" dirt from walls, windows, glass, paint, porcelain, woodwork and venetian blinds. So incredibly fast does it clean that even this reporter joined the wonder-struck women ready to swear the dirt had evaporated into thin air.

What actually happens is explained this way by officials of The Bon Ami Company, makers of the new cleaner.

With the simple touch of a button on the aerosol can, lacy white froth is sprayed on a surface. Instantly, the millions of tiny, jet-blown bubbles in the froth surround every particle of dirt and dust. In split-second time, the dirt is loosened—ready to be wiped away.

With one easy stroke of a dry cloth, fingerprints, scuff marks—even stubborn dirt-smudges—*disappear*. Surfaces gleam. There are no streaks or powdery residue, no hazy after-film left behind. The "spray on-wipe off" simplicity of this new white-froth cleaner does away with the mess of pail and powder, the nuisance of waiting and the tiresome chore of rinsing.

What's more, observers note, once surfaces are jet-cleaned with this new white froth, they stay clean longer. That's because this remarkable cleaner, called Jet Bon Ami, leaves an *invisible*, protective coating that actually *sheds* dirt.

Another important feature—women's hands need never get wet when using this pushbutton cleaner. Even if they should, tests prove Jet Bon Ami to be as safe for tender skin as the mildest toilet soap. Moreover, women report that it doesn't peel or chip nail polish.

Economical to use, a New York woman found one can of Jet Bon Ami cleaned both sides of all the windows and doors in her six room apartment, the outside of her stove, deep freeze and all her kitchen woodwork, cabinets, counter tops and kitchen table—plus three chromium appliances. And there was still some left for the venetian blinds in the living room, the tile walls in the bathroom. Other test cases proved one can will clean both sides of all the windows and doors in an average six room house *two times*. Now available at all neighborhood stores, the name to ask for is Jet Bon Ami.

© 1956 The Bon Ami Company—an affiliate of United Dye & Chemical Corporation

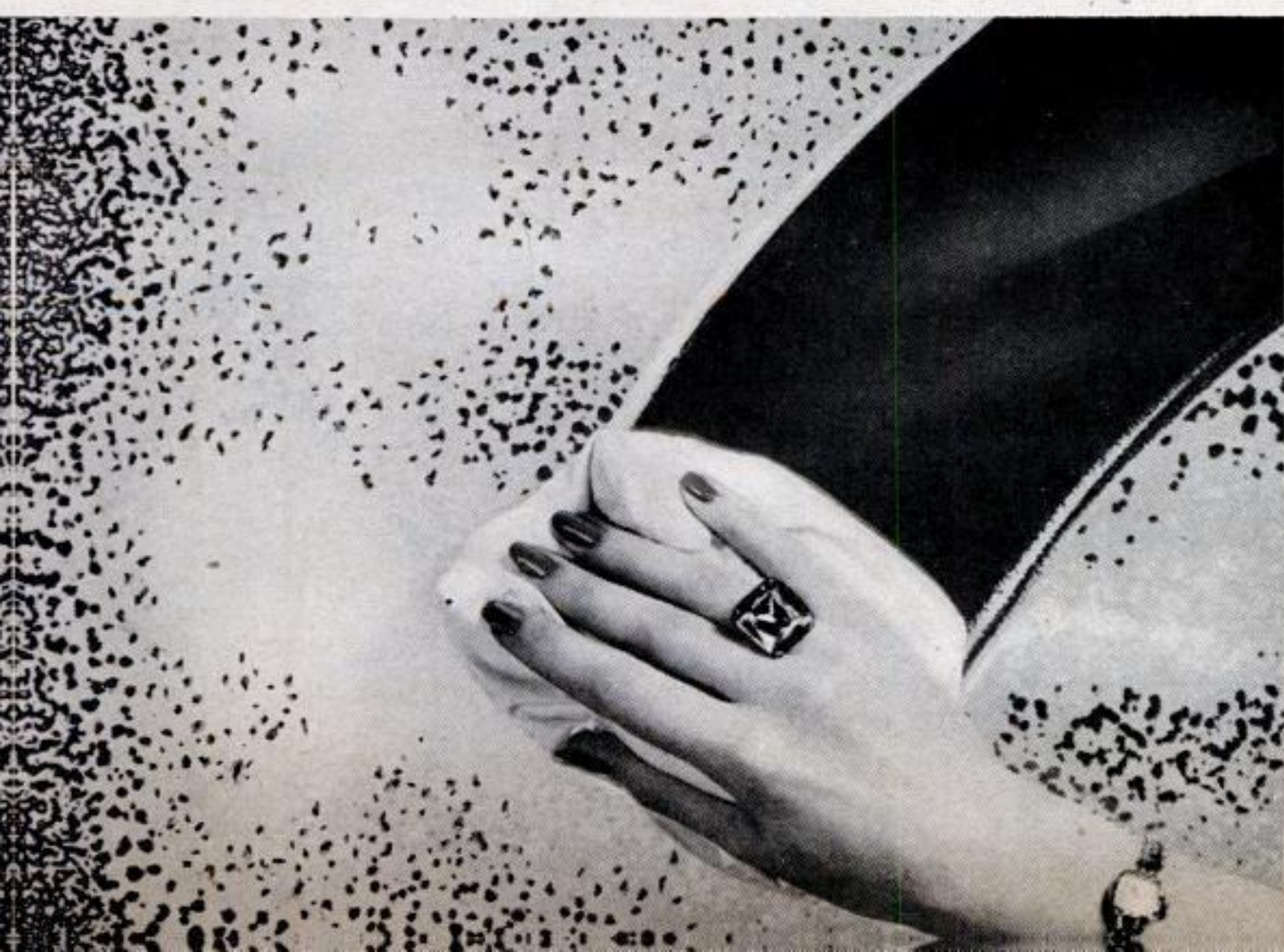
Photographs by GEORGE GREB



LIVELY ENTHUSIASM AS THEY "JET" DIRT FROM SURFACES OF GLASS AND GLOSSY PORCELAIN AS WELL AS WALLS, WOODWORK AND VENETIAN BLINDS

SPRAY ON-WIPE OFF simplicity of new Jet Bon Ami makes pushbutton cleaning a reality for women. Freed from the mess of pail and powders, the bother of rinsing, women find new cleaner cuts long tiresome chores to minutes. The lacy white froth sprays on at touch of button. Dirt wipes right off—the first time. No streaks or hazy after-film are left behind. It contains no abrasives, making Jet Bon Ami safer for surfaces than harsh, gritty cleansers.

JET-LIKE ACTION of new cleaner stirred imaginations of advertising people from the first. Even cynical ad veterans were impressed by cleaner's superiority, wanted to know where they could get some to use at home. The degree of enthusiasm sparked by speed and ease of Jet Bon Ami was so high, in fact, creative staff insisted only way to tell story was by likening its action on dirt barrier to jet plane smashing sound barrier—as shown below.





AMERICA'S WINNING FASHION TICKET
of Red Cross Shoes for Fall



Red Cross
Shoe Week

OCTOBER 15 TO 20

CHATEAU

Campaign Promise: A "Dream Shoe" for Every Foot

If you've always thought that shoes in real life either *felt* as they should...or *looked* as they should...but *never both*...then this is your week. It's your week to discover, as millions of women already have, that pretty shoes with a heavenly feeling do exist outside of dreams. That's what Red Cross Shoe Week is all about. To let more and more women discover that their "Dream Shoes"... a whole, wide, wonderful, surprising selection of them... are waiting at their Red Cross Shoe retailers.

Largest selling brand of fine footwear in the world. Styles from 9⁹⁵ to 13⁹⁵

ADRIENNE



POMPEII



MELLO-TOP



The United States Shoe Corporation, Cincinnati 7, Ohio

These shoes are manufactured and distributed as Gold Cross Shoes in Canada by B & L Shoe, Ltd., in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" (Aust.) Pty. Ltd., in South Africa by Eddels (S.A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd.



AFTER HIS 40-YEAR REIGN OVER ISRAEL, DYING DAVID (SEATED, CENTER) NAMES HIS SON KING AS WOMEN IN COURT LOWER PALM FRONDS IN MOURNING

A BIG BIBLICAL OPERA

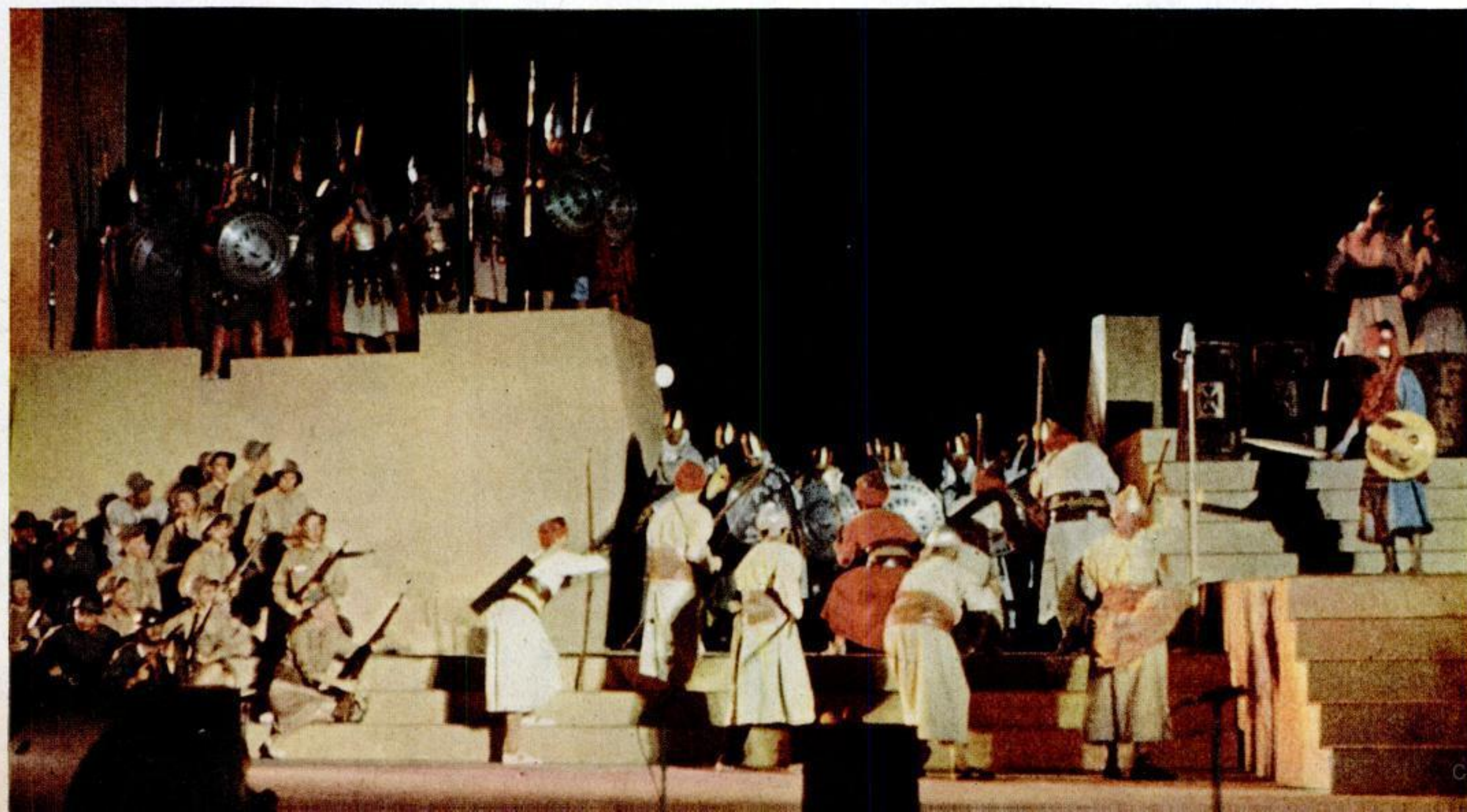
Old Testament story of David, set to Milhaud music, gets Hollywood treatment

With a stage full of spears and shields and a resplendently robed cast that looked set for action in one of its epic-sized biblical films, Hollywood produced a biblical opera last month for an audience of 17,000 in the huge Hollywood Bowl. Given its American premiere, *David*, by French composer Darius Milhaud, proved to be more pageant than opera. It had been sponsored by the American Association for Jewish Education which hopes to have it fill the place in Jewish cultural history that the Oberam-

mergau Passion play and the various Easter pageants fill for Christianity.

In the allegorical scene of David's death (*above*), which ends the opera, 430 singers took up their positions on stage. To bridge 30 centuries of history some of the choristers were costumed as Israeli soldiers (*below*) in modern battle garb. The battle of young David and Goliath as well as the entire spectacle, directed and designed by Harry Horner, was up to the expectations of the composer. "It was lovely," he said at the opening.

BEFORE BATTLE WITH THE PHILISTINES (UPPER LEFT), OLD TESTAMENT AND MODERN ISRAELITE SOLDIERS SHOUT AND SING DEFIANT THREATS AT ENEMY

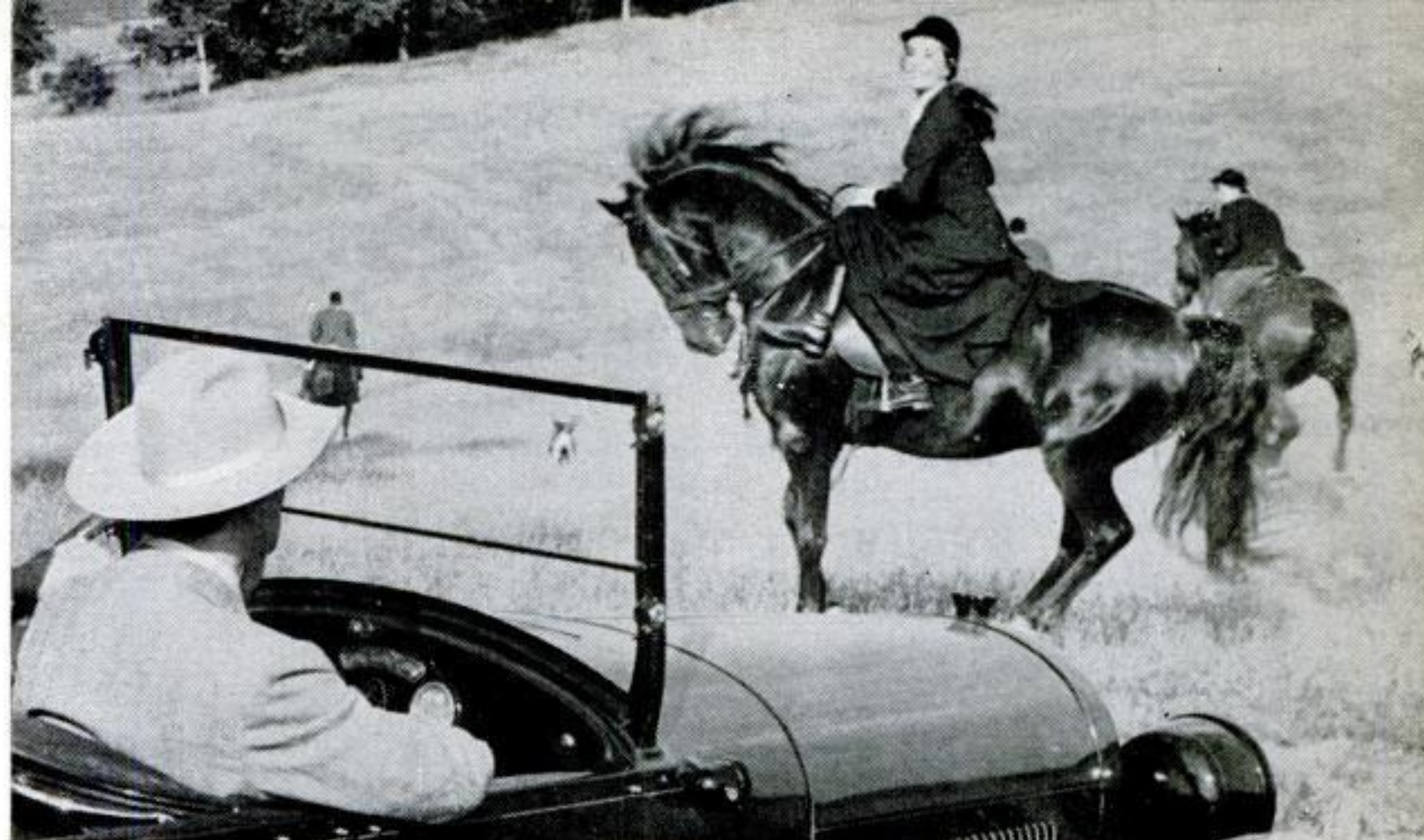




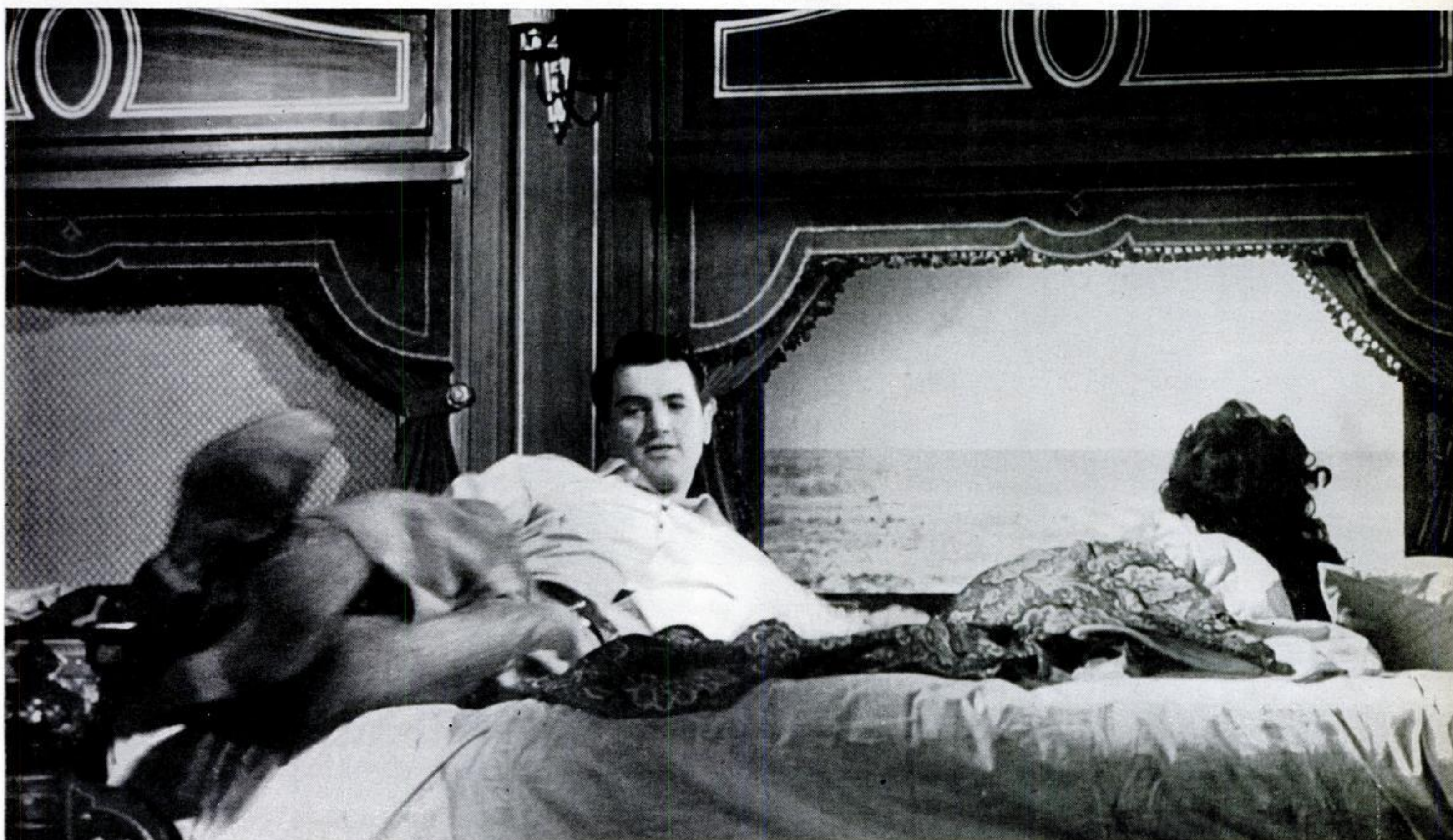
WIDE-OPEN WELCOME is offered friends and neighbors of Benedict family who have come by automobile to the Reata Ranch to attend an old-fashioned

barbacoa honoring young Benedict's bride. Over the flat ranchland looms the monstrous Victorian mansion built by the first Benedict to proclaim his wealth.

A Tale of a Rich Land and its Lords



IN EAST, TEXAN BENEDICT MEETS WIFE-TO-BE LESLIE (ELIZABETH TAYLOR)



WHILE BRIDEGROOM BENEDICT (ROCK HUDSON) TALKS OF TEXAS GLORIES, LESLIE, PEERING FROM BED IN PRIVATE PULLMAN, GETS FIRST LOOK AT STATE

EDNA FERBER'S NOVEL 'GIANT' MAKES AN EPIC FILM OF TEXAS

Edna Ferber's *Giant* is a rambling story of 30 years in the lives of some Texas titans. They are people who marry, have children and grow old as others do. But they are also people who inherit or make fortunes in cattle and oil and try their best to stand big against a landscape rolling away to eternity. They speak softly even when bragging loudest, rule the Mexicans with abrupt violence and are hurt when their children turn to gentler ways. Many in Texas did not like this book.

Now in epic 3-hour, 19-minute length, *Giant* is brought to the screen in a Warner release. The performances are good—by Elizabeth Taylor (see cover) as a lovely easterner who marries a half-million-acre rancher, by Rock Hudson as her feudal-minded husband, and by the late James Dean who justifies some of his posthumous adulation (LIFE, Sept. 24) by his playing of a cowhand who strikes it rich in oil, unhappiness and violence. But dominating the movie is the man who produced and directed it, George Stevens. On a vast stage he has told the life of a generation in a series of unforgettable scenes—a gloomy Victorian mansion set in the middle of nowhere, a Dusenbergs and Rolls Royces parked among the cattle, and Dean in a drunken downfall (pp. 73-74).



TEXAS TABLE MANNERS cause the new bride to faint at her welcoming party when she is offered calf's brains spooned directly from skull to her plate.

'GIANT' CONTINUED

DEAN PLAYS LAST ROLE AS COWBOY TURNED MILLIONAIRE



RIVULETS OF RICHES flow over Jett Rink (James Dean), a sullen cowhand on Benedict ranch. Benedict's sister had left him a patch of land that squirted oil.

UNMANNERED MAN OF MEANS, Rink visits Benedict home and pays offensive compliments to Leslie. Bick Benedict, his old boss, swings on Rink.



CONTINUED

Copyrighted material



Get the Jump on Winter

winterproof your car now with Mobil Care!

Right now's the time to get the jump on winter with complete Mobil Care for your car. So see your friendly Mobil dealer *before the first frost strikes!* He'll perform all these winterproofing services . . .

✓ **COOLING SYSTEM:** Drain radiator—check for rust, leaks, stoppages. Install *Mobil Permazone*. Prevents freeze-ups. One filling lasts all winter!

✓ **ENGINE:** Drain crankcase—refill with *New Mobiloil Special*—the famous year-'round motor oil. Flows freely even in *sub-zero* cold—helps to assure *easy starts*—

protection against wear—more knock-free power and gas mileage!

✓ **CHASSIS:** Guard all friction points with correct *Mobilubrication*. Protect costly gears with *Mobilube*—automatic transmissions with *Mobilfluid 200*.

✓ **BATTERY:** Check condition with *Mobil Start-O-Scope*. Replace, if necessary, with the *Mobil De Luxe Battery*. Lasts longer—stays stronger! Fully guaranteed!

✓ **TIRES:** Inspect for breaks, bruises, wear. Replace worn tires with *Mobil Nylon Tubeless*. Top traction, top protection against punctures, blowouts!



LEADER IN LUBRICATION FOR 90 YEARS

SOCONY MOBIL OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



Picture of Poise

SHE'S sure of herself, and why wouldn't she be! She knows she's a joy to look at—that her 1956 figure does things for her dress.

It's her wholesome eating habits that keep the modern woman's waistline slender. Her up-to-date taste for the less filling foods works wonders for her looks—and for her health.

Today's Pepsi-Cola, reduced in calories, goes right along with this sensible trend in diet. Never heavy, never too sweet, Pepsi-Cola refreshes without filling. Have a Pepsi—the modern, the *light* refreshment.

Pepsi-Cola

The *Light*
refreshment





DRINKING HIMSELF SILLY, Jett Rink, still bitter against the Benedicts, reaches for gin bottle in wine cellar on opening night of his new hotel.

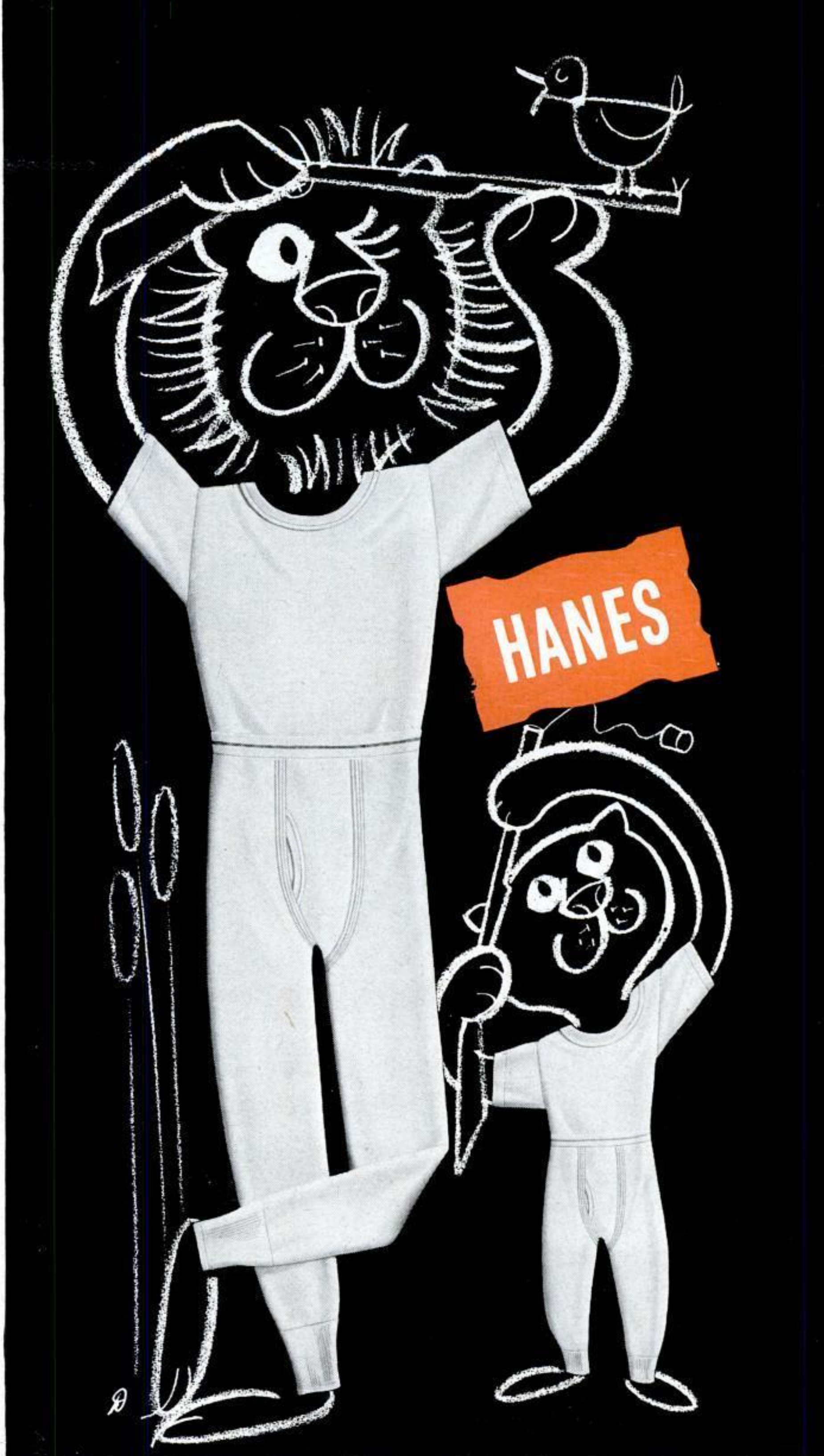


UNABLE TO GET UP at banquet, Rink fails to respond to applause and the notes of *The Eyes of Texas Are upon You* which is to introduce his speech.



MAUDLIN MUMBLINGS come from Rink, awake at last in a now empty hall. "I pay homage to this great commonwealth," he says. "Okey dokey."

CONTINUED



So warm...but oh, so light!

Slip into Hanes Wintersets and the draftiest duck blind, the chilliest ski slope, the iciest skating pond hold no terrors. Winter is just plain sealed OUT! All the more amazing when you consider that Wintersets are so light and comfortable. It's the 'tween-weight knit that does the trick. Wintersets never bind or creep—and they positively won't itch! Every inch is soft, warm, absorbent long-staple cotton. And Mom—they wash like a dream! Order now.

Men's combed cotton drawers	\$1.79 to \$1.89
Drawers with 25% Dynel	\$2.19 to \$2.25
T-shirts, combed cotton	\$1.39 to \$1.50
T-shirts with 25% Dynel	\$1.79 to \$1.85
Boys' drawers	\$1.35 to \$1.39
T-shirts	\$1.00

Get more than you bargained for... get

HANES

P. H. Hanes Knitting Co., Winston-Salem 1, N.C. Canadian Manufacturer and Distributor, C. Turnbull Limited, Galt, Ont.



He's ready! Are you?

Don't let the first cold snap catch you napping. Better get your PT Anti-Freeze now. Prevents freeze-ups, foaming, rust and corrosion. Won't boil away even if a warm spell occurs. Get PT from your Texaco Dealer, *the best friend your car has ever had.*



THE
TEXAS
COMPANY

TEXACO DEALERS
IN ALL 48 STATES

Texaco Products are also distributed in Canada, Latin America, and Africa.

'GIANT' CONTINUED



A MAN SELF-DESTROYED, Rink pitches from dais, sobbing that no one is going to take his money away. Watching (*below*) are two members of the Benedict clan, Luz II (Carroll Baker, *LIFE*, June 11) who had been in love with Rink, and her uncle (Chill Wills) who is showing her why she should not be.





I dreamed I was a Work of Art in my *maidenform bra*

PORTRAIT OF A LADY in a Maidenform masterpiece: the new Pre-Lude Once-Over Six-Way. Lifts your curves, snugs in your waist, moulds a fabulous figure! With "quick-change" six-way straps, to move or remove for every fashionable neckline. White cotton broadcloth, A, B and C cups...8.95

PRE-LUDE, ONCE-OVER AND SIX-WAY ALL ARE REGISTERED TRADEMARKS. © MAIDEN FORM BRASSIERE CO., INC., NEW YORK 16



EVERYBODY LOVES 'EM! BREAD

New! Quick! Easy! Delicious served with

JONES DAIRY FARM SAUSAGES

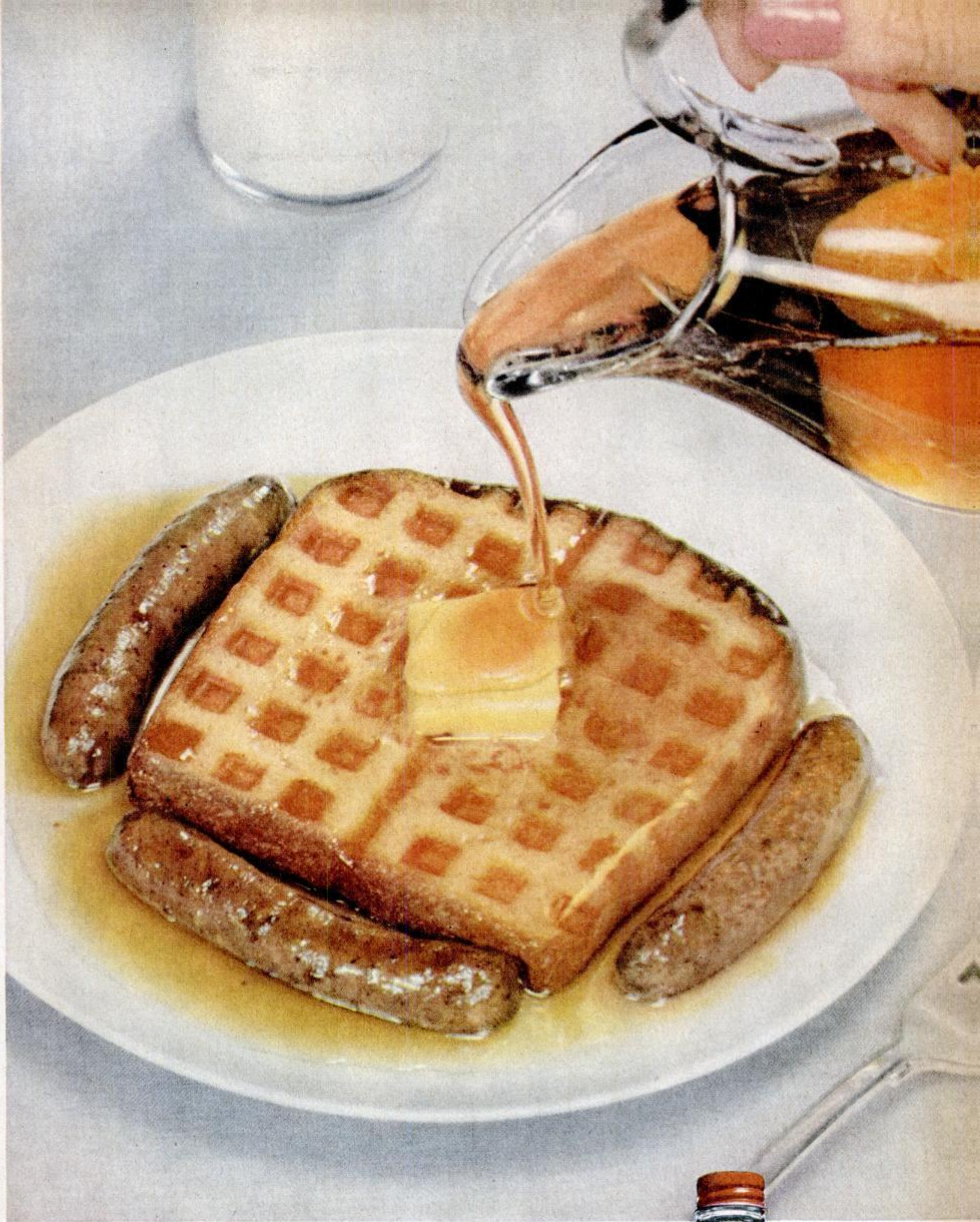
and **LOG CABIN SYRUP!**

Here's a new treat that's got everybody raving! An easy, nutritious waffle made of bread and butter!

Just spread the bread with butter—dunk it in milk-egg mixture—and pop it into the waffle iron!

Presto—the crispiest, tastiest waffle that ever soaked up the real maple goodness of Log Cabin Syrup! Log Cabin has real maple flavor because it's made of real maple sugar—perfectly blended with other sugar!

And to balance this exciting meal, serve Jones Dairy Farm Little Sausages. Made from the 70-year-old Jones family recipe, these little sizzlers are all pure, choice young pork—savory with natural herbs and spices. At meat counters or frozen food cabinets.



'N BUTTER WAFFLES

Try Bread 'n Butter Waffles today . . . they're a breeze for quick-quick breakfasts, luncheons and suppers.

Bread 'n Butter Waffles

8 to 10 slices bread • butter • $\frac{3}{4}$ cup milk • dash of salt
1 egg, slightly beaten

Spread bread slices *lightly* but evenly on both sides with butter. Add milk and salt to slightly beaten egg. Blend well. *Dip* slices of bread in egg-milk mixture quickly. Drain. Bake in moderately hot waffle iron 5 minutes, or until golden brown. MM-mmm—delicious with lots of Log Cabin Syrup and Jones Dairy Farm Sausages.

Note: For serving a large group, stack baked waffles on cake racks and reheat in moderate oven (350°) 3 to 5 minutes.



A product of Jones Dairy Farm,
Ft. Atkinson, Wisconsin



Product of General Foods

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"This one has the Touch!"

(The Pabst Blue Ribbon Touch)



Trademarks Reg. U. S. Pat. Off. © Pabst Brewing Co., Milwaukee, Peoria Heights, Newark, Los Angeles.

...the extra
touch that
brings out
the best
in beer

Judging by what a lot of people tell us, the Pabst Blue Ribbon we're brewing today has the modern beer taste most people prefer.

This is the happy result of putting many good things together with our own special touch.

We call it the Pabst Blue Ribbon Touch (PBRT, for short). It makes a subtle but unmistakable difference. You can taste it. Next time somebody asks "What'll you have?", just answer "Pabst Blue Ribbon!" and you'll see what we mean



Finery for Fair Young Ladies



CHILDREN'S PARTY CLOTHES ARE LATEST TO STEM FROM THE HIT SHOW

Having had its extraordinary influence on adult fashions, the picturesque finery of *My Fair Lady* (LIFE, Aug. 27) is now sweeping down to influence the under-six set. In one of the show's scenes, set at the Ascot track, all the ladies' costumes are black and white, while their binocular-bearing escorts wear monotone gray. Shown above in an abbreviated approximation of that tableau are this season's new black and white party dresses for small girls, a crisp replacement for primary colors and pastels. The dresses, all designed by Helen Lee and worn here with traditional patent leather party shoes,

are: a high-waisted cotton print with black edging (\$11), blackbird-printed cotton with mock velveteen waistcoat (\$11), white organdy with bands of rickrack (\$9), dotted swiss with suspender sash (\$9) and print cotton with outside rickrack (\$8, Youngland). The boys wear natty charcoal flannel suits (Imp Originals, \$17) like those worn by England's 7-year-old Prince Charles. If short pants return to fashion, thereby pleasing mothers who would like to get their tiny sons out of adult-looking long trousers, designers are ready to spring another style inspired by another English lad (*following page*).

CONTINUED

UNIVERSAL Coffeematic

with the FLAVOR-SELECTOR



makes *real* coffee
to your taste... automatically

The all-new Universal Coffeematic gives you the pride of owning America's most popular coffeemaker and the pleasure of enjoying perfect coffee day after day. With the Flavor-Selector, you choose the strength you prefer. Coffeematic does the rest automatically... quickly brews to perfection, signals when ready and keeps your coffee at ideal serving temperature. Discover *real* coffee... make it \$24⁹⁵ next time in a Universal Coffeematic. from

Ten-cup model shown, \$29.95. In copper, \$32.95.



MIXABLEND



TOASTAMAGIC



FRYING PAN



STEAM 'N DRY IRON

UNIVERSAL makes things easier... automatically

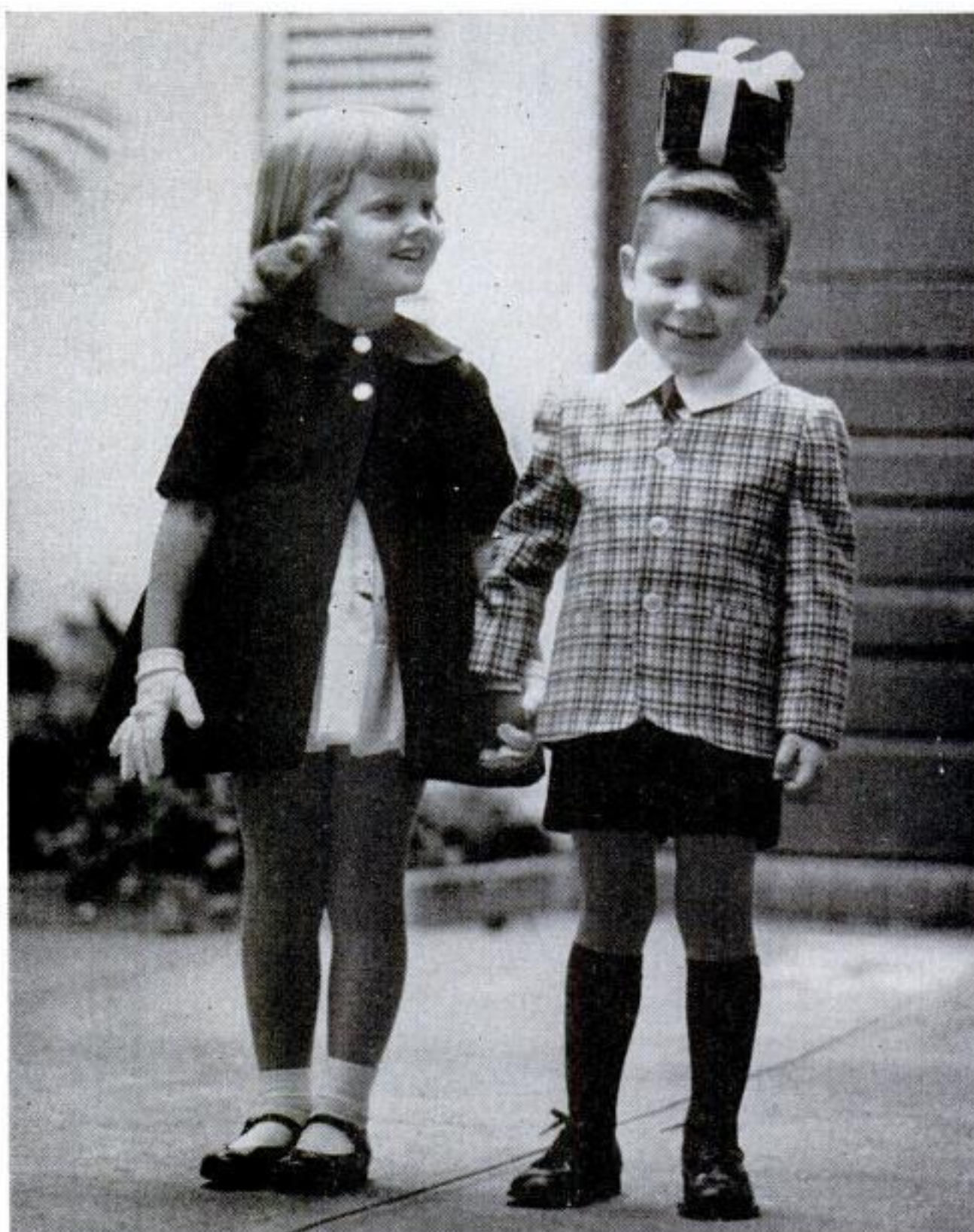
UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

CHILDREN'S FINERY CONTINUED



PARTY CLOTHES are a double-breasted black velveteen suit with short pants (Elegant Heir, \$18), inspired by the one worn by Little Lord Fauntleroy, and a dotted white dress with black sash and trimming (Linda-Lo, \$9).



CHILDREN'S ENSEMBLES are short-sleeved coat in black faille which comes with white nylon dress embroidered in black (Joseph Love, \$15), and boy's black and white tweed jacket with flannel pants (Elegant Heir, \$13).

CONTINUED

HICKOK

Positively Finer

BELTS • JEWELRY • WALLET



HICKOK INITIAL BELTS AND JEWELRY

magnificent men's monograms inspired by custom-jeweler styling

Never has Hickok presented a new collection of initialed accessories with quite the quiet elegance and impeccable distinction you find here. For here is the smart, conservative look inspired by costly custom-jeweler styling.

Mahogany Sierra Belt, \$2.50. Slide Buckle, \$2.50*. Set, \$5.00*. Black Sierra Belt, \$2.50.

Stud Buckle, \$1.50*. Set, \$4.00*. Tie Bar, \$2.50*. Cuff Links, \$2.50*. Set, boxed, \$5.00*.

*Plus Fed. Tax



©1956 Hickok Mfg. Co., Rochester 1, N. Y.

See the Hickok Auto Safety Belt at your automotive dealer's. Helps prevent injury or death in highway crashes. You owe this priceless protection to yourself and your loved ones.



“Easiest way to serve the best-tasting chocolate ever!”

says Elsie, the Borden Cow

COLD . . . *just pour!* **HOT** . . . *just heat!*

Why fuss doing the mixing, when Elsie has such a delicious chocolate drink ready-mixed for you?

Borden's Dutch Chocolate drink has the real Dutch Chocolate flavor, for we import the finest Dutch cocoa to make it.

And mother, with Borden's doing the mixing, you can be sure this Dutch Chocolate-flavored Drink has plenty of *real* milk nourishment.

Hot or cold . . . this wholesome drink is simply wonderful!

***Borden's* Dutch Chocolate Flavored Drink**

ANOTHER ONE OF THE BORDEN FAMILY OF FINE FOODS

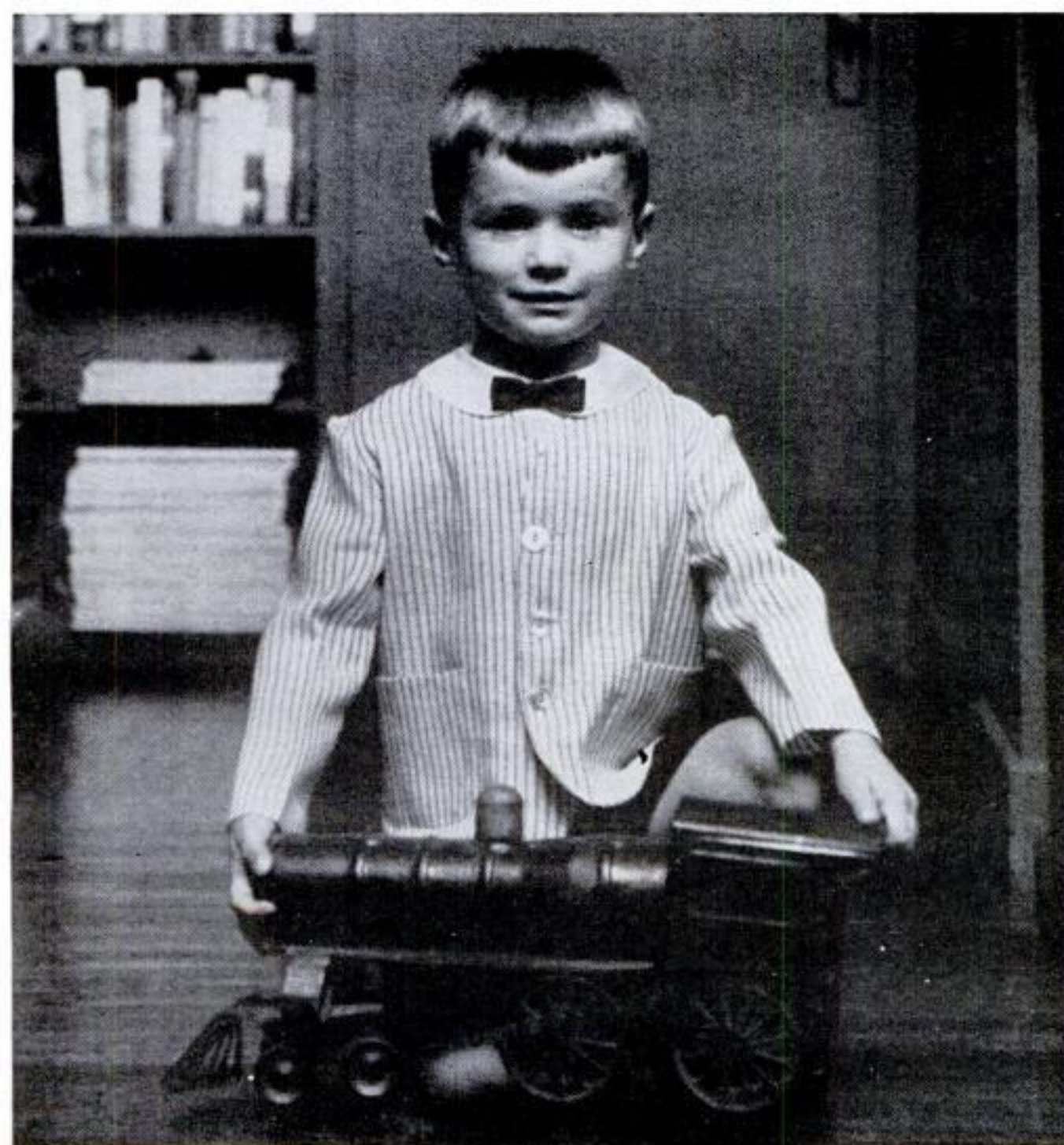
©1956, The Borden Company "See Borden's TV show, 'The People's Choice' every week on NBC."



Get Borden's Dutch Chocolate-flavored Drink at your food store or from your Borden milk man.

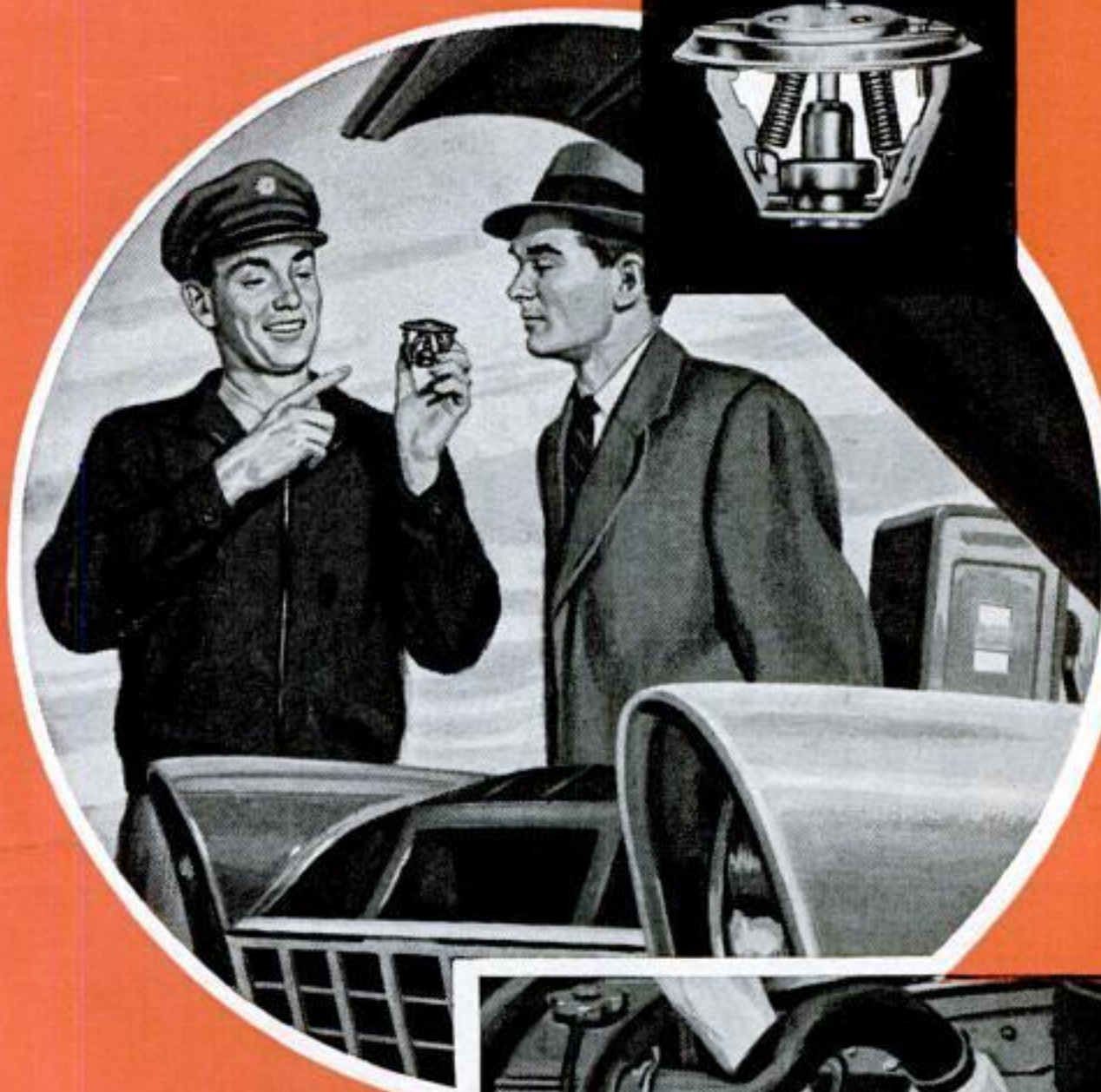


VELVETEEN COAT in princess style has a flying panel in back which is lined with white satin (Fischer, \$60). It is worn with outsize muffin-shaped velveteen hat (Sally V, \$13) and white fur muff (Richard Englander, \$2).



CARDIGAN JACKET made of black and white striped rayon linen goes over short black pants with suspender top (Tommy Alpern, \$5). With it, five-year-old boy wears shirt with a soft round collar and a miniature bow tie.

Anti-Freeze Time is Thermostat Replacement Time



Your Service Dealer Recommends A HIGH TEMPERATURE MOTOR THERMOSTAT For Winter Driving Comfort

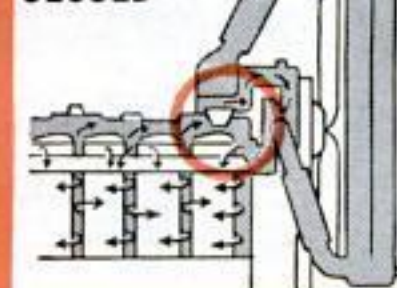
- with faster motor warm-up
- quick heat from your heater
- better windshield defrosting
- greater gasoline mileage

The best time to replace your motor thermostat is when you order anti-freeze. Ask your Service Dealer to include a HIGH-TEMPERATURE THERMOSTAT with your car's Winter Changeover . . . you'll drive in warmth all Winter.

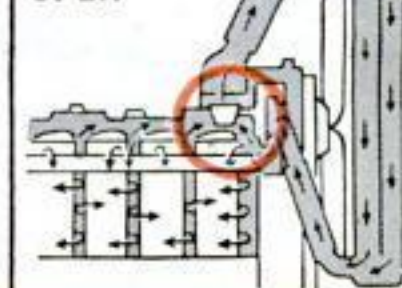


Thermostat replacement is simple, quick and low cost. Your Service Dealer will do it while draining your radiator for anti-freeze.

**THERMOSTAT
CLOSED**



**THERMOSTAT
OPEN**



A HIGH-TEMPERATURE Thermostat for Winter driving remains "closed" and water circulates within the engine, for faster warm-up and heater operation, until proper motor temperature is reached.



Mr. Controls

Robertshaw-Fulton

CONTROLS COMPANY

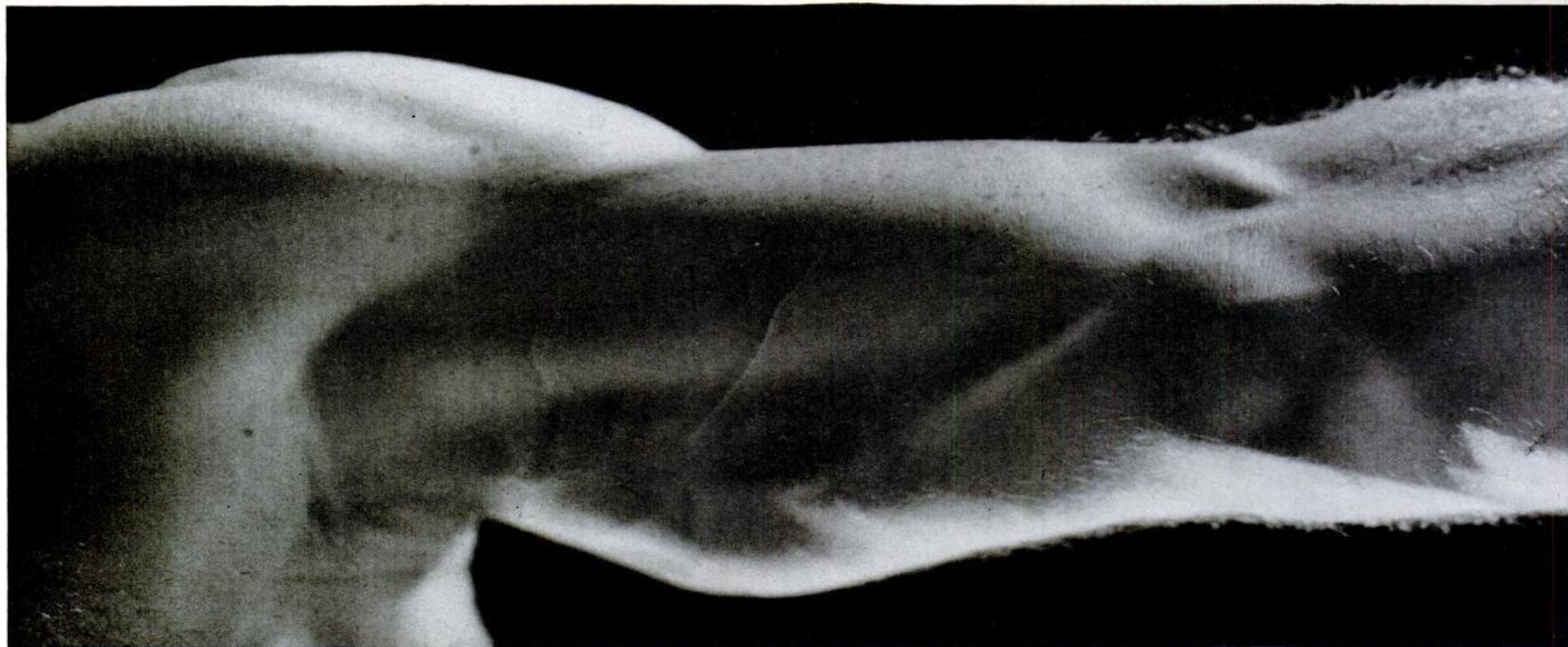
AUTOSTAT
MOTOR THERMOSTATS

by FULTON SYLPHON DIVISION • Knoxville, Tenn.

Bridgeport
MOTOR THERMOSTATS

by BRIDGEPORT THERMOSTAT DIV. • Milford, Conn.

ASK FOR EITHER OF THESE DEPENDABLE BRANDS BY NAME—AT SERVICE STATIONS AND AUTO REPAIR SHOPS EVERYWHERE



REVOLUTIONARY NEW TREATMENT



Intracel

THE COOL, SOOTHING

Now for the first time—a medication that penetrates through the skin and into tissues to give direct relief

At last science has discovered a treatment that can give miraculous relief to the millions suffering from muscular aches, pains and stiff neck due to exertion and exposure, sprains and strains, minor rheumatic pains, muscular lumbago, simple neuritis and neuralgia—even pain from sunburn and insect bites! Now when you are tortured by gnawing pain, you simply pat on INTRACEL, the new cool, greaseless liquid that *actually puts pain to sleep*—swiftly, pleasantly, safely!

Modern INTRACEL works in an entirely different way from the old-fashioned salves and lini-

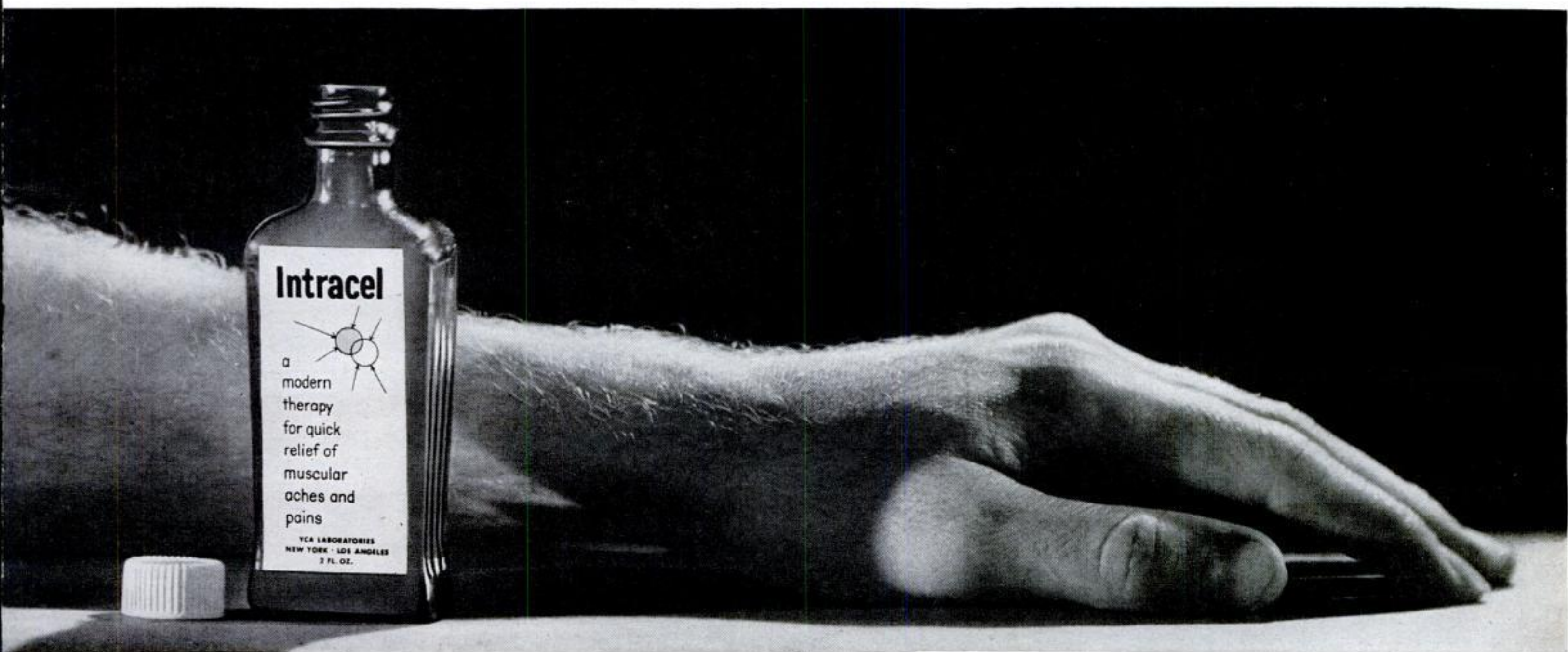
ments that can redden and blister the skin. The pain-killing ingredients in INTRACEL pass right through the skin and deep into the muscle tissues to give blessed relief. Never before has a way been known to introduce these ingredients into the tissues other than by injection.

Because INTRACEL is based on this new principle in drug therapy, it's pleasant to use. It's not like the irritating liniments and salves containing turpentine, capsicum (pepper) and chloroform that some people hope will "burn out" pain.

You can forget such old-fashioned remedies!



FOR MUSCULAR ACHES AND PAINS:



LIQUID THAT *PUTS PAIN TO SLEEP*

Just pat INTRACEL on gently—no need to rub it in! It feels so *soothing*! It penetrates the skin in seconds... brings relief in minutes. And INTRACEL has a pleasant fragrance—you don't have to smell like a hospital any longer!

So get INTRACEL today and try it next time you suffer from muscular pains—see *how it actually puts pain to sleep*! It costs a little more than the old-fashioned remedies do (\$1.49 per bottle). But if you don't think it's worth *twice* what you paid for it, your money will be refunded! VCA LABORATORIES, LOS ANGELES AND NEW YORK

Intracel

PENETRATING ANALGESIC

\$1.49—but you'll say it's worth a million!



221 REASONS

...why
you should
CHOOSE
your next
battery



WHEN you buy your next battery, it will pay you to choose *carefully* because all batteries are not alike. Some last much longer than others, give far more dependable service, and thus save you money.

Patented materials and processes account for vast differences between batteries. For example, the Exide you buy today stands high above others because of the company's great backlog of patented developments—221 of these patents are now in force. Outstanding among them is a means of greatly extending battery life and improving performance through the use of new types of alloys that include silver.

When you buy your next battery, insist upon an Exide—there are 221 reasons why you should. Get the advantage of these new alloys as well as many other improvements evidenced by 221 current patents and 68 years of battery building experience.

You can buy an Exide that's guaranteed nationwide for as long as 4 years. You are assured new, vital freshness, either with a *Dry Charged* battery (filled by your dealer) or *Wet* (filled at the factory).

Your Exide dealer is listed in the "Yellow Pages." He offers you *experienced battery service*—right in your neighborhood.

Exide prices are as low as \$11.95 exch.

WHEN IT'S AN

Exide

...YOU START

ANIMALS



TWITCHING ITS TUFTED EARS, THE BABY RHINO LOOKS OUT FROM ITS PEN UNDER ITS MOTHER'S WATCHFUL EYE

The Rarest Baby Rhino

The zoological gardens at Basel, Switzerland are proudly showing off the first rare Indian rhinoceros ever to be born and survive in captivity. Mated at the zoo, 20-year-old Joymathi gave birth to a healthy, 144-pound male after a 16-month pregnancy. The unnamed youngster, with miniature armor plates like those of its parents, is thriving on its mother's milk, and will soon take grass.

ARMORED SHELTER IS GIVEN BY JOYMATHI, NOW CAREFUL ABOUT THROWING HER WEIGHT (TWO TONS) AROUND





Add this flavor to your everyday living! Why cram all your fun into weekends? Why not break the weekday monotony with flavorful Heublein Cordials? They add variety, color, *fun* to routine evenings. *And* delicious taste! Try these colorful surprises—or improvise your own. But be sure to use Heublein Full-Flavored Cordials. A panel of connoisseurs says “they are unsurpassed for true rich flavor and delicacy of bouquet.” Twenty varieties, all at welcome domestic prices. G. F. Heublein & Bro., Hartford, Conn.

HEUBLEIN CORDIALS
FULL FLAVORED, DELICIOUS

Imaginative treats are easy with Heublein Creme de Menthe

MINT FRAPPE—Creme de Menthe over shaved ice.

MINTED GRAPEFRUIT—Grapefruit sprinkled with Creme de Menthe, topped with cherry.

MINT PARFAIT—Creme de Menthe over vanilla ice cream, topped with whipped cream and chocolate sprinkles.

Or sip it after dinner... that's living!

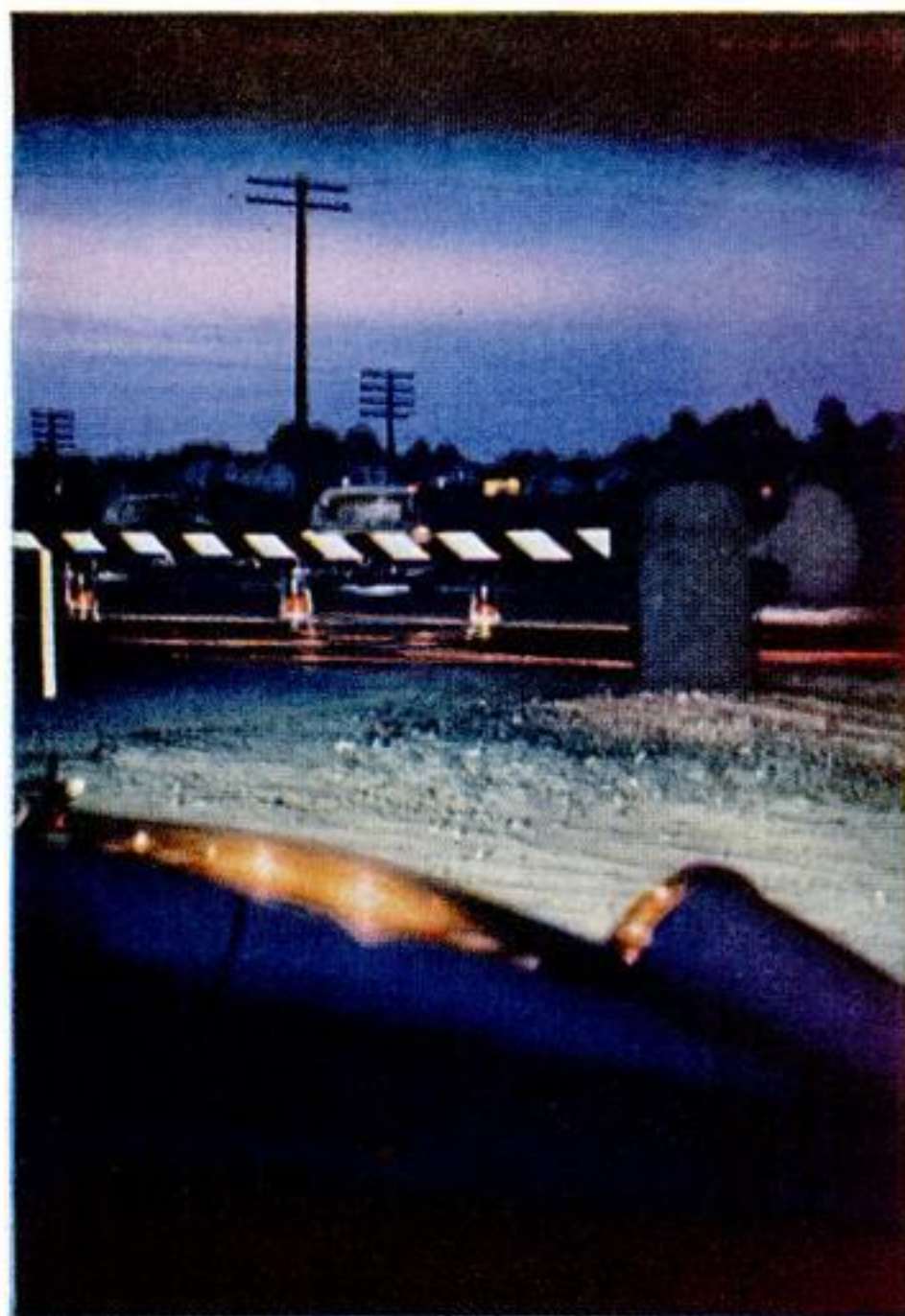
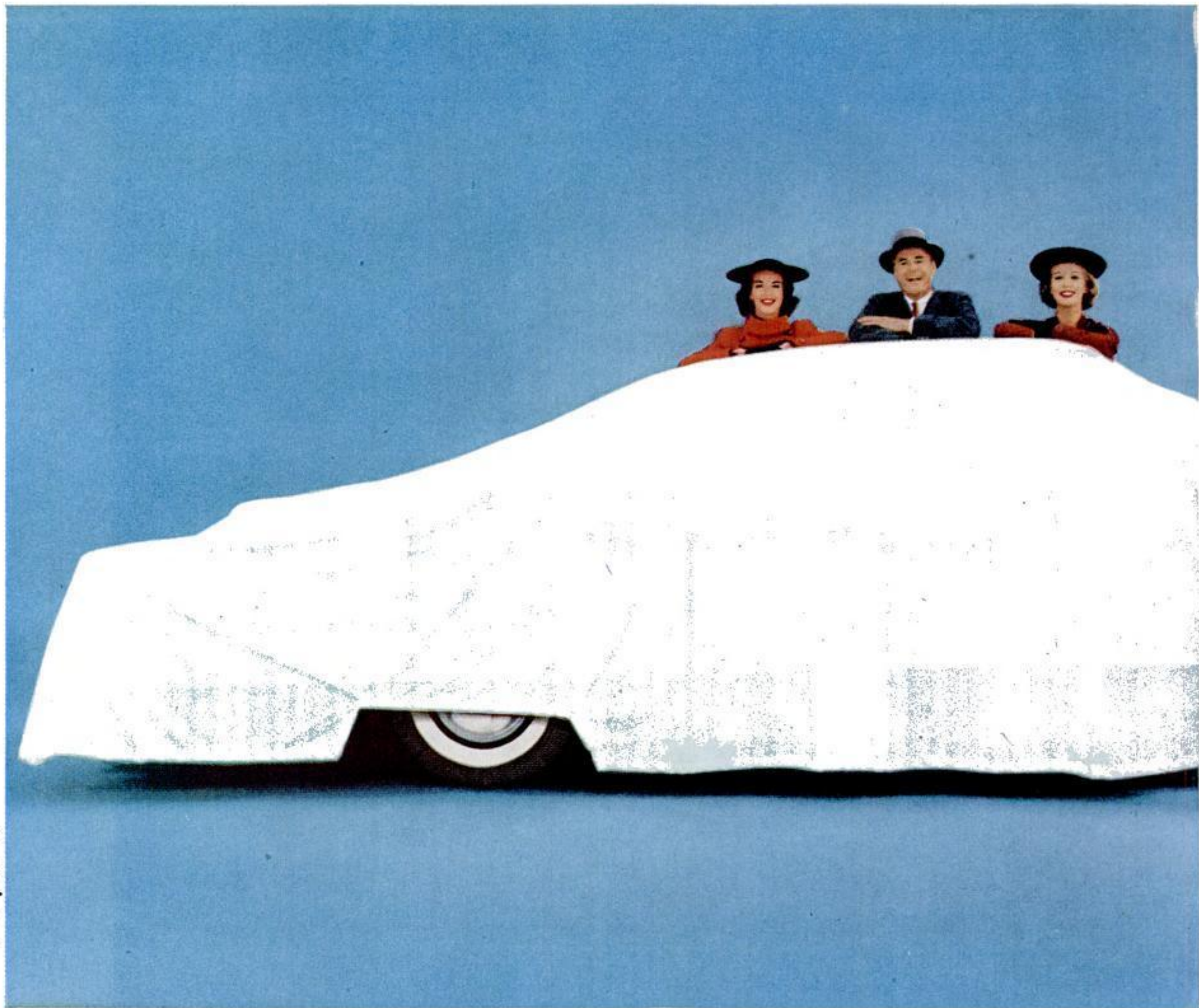


CREME DE MENTHE, BLACKBERRY LIQUEUR, APRICOT LIQUEUR, 54 PROOF; BLACKBERRY FLAVORED BRANDY, CHERRY FLAVORED BRANDY, 70 PROOF; CREME DE CACAO, 50 PROOF.

**Now you can really
look the 57's... over!**

A new, smaller 14-inch rim gives the new cars a lower, lovelier silhouette. A lower center of gravity, too, for new stability on turns.

And next to the road where safety begins—new Custom Tubeless Super-Soft-Cushions by Goodyear.



A new grip for every trip!

A new Twin-Grip tread design—with 8640 biting edges—grips road surfaces with new sureness... even in wet weather. Tops in stops, the Custom Ride is a safer ride.

Watch "The Goodyear Playhouse"
on TV Sundays—9 to 10 p.m., EDT

NEW TIRES LOSE AN INCH... CARS GAIN A NEW KIND

Soft . . . safe . . . silent—that's the new Custom Ride by Goodyear. It's made possible by the Custom Super-Soft-Cushion—the new Goodyear tire that's mated to a lower rim on many of America's newest cars to float you along with more air volume at less air pressure.

Here—from Goodyear—is a new tire that improves a car's appearance and performance like no other tire before it.

A lower 14-inch rim gives the new cars a low-to-the-ground look that's sure to catch your fancy—and the soft, comfortable ride you get from the new Custom Tubeless Super-Soft-Cushion is sure to hold it.

There's never been a tire like it—and you don't

have to go farther than here to see why.

And here's more good news from Goodyear! Motorists who won't buy a new car this year can get the same durable triple-tempered 3-T Cord, surefooted tread and smart design in the new Custom Tubeless Super-Cushion that will fit the 15-inch rims on the wheels of their present cars—and it costs no more than a standard tubeless tire.

Goodyear, Akron 16, Ohio.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND



**NEW CUSTOM TUBELESS
SUPER-^{Soft}CUSHION**

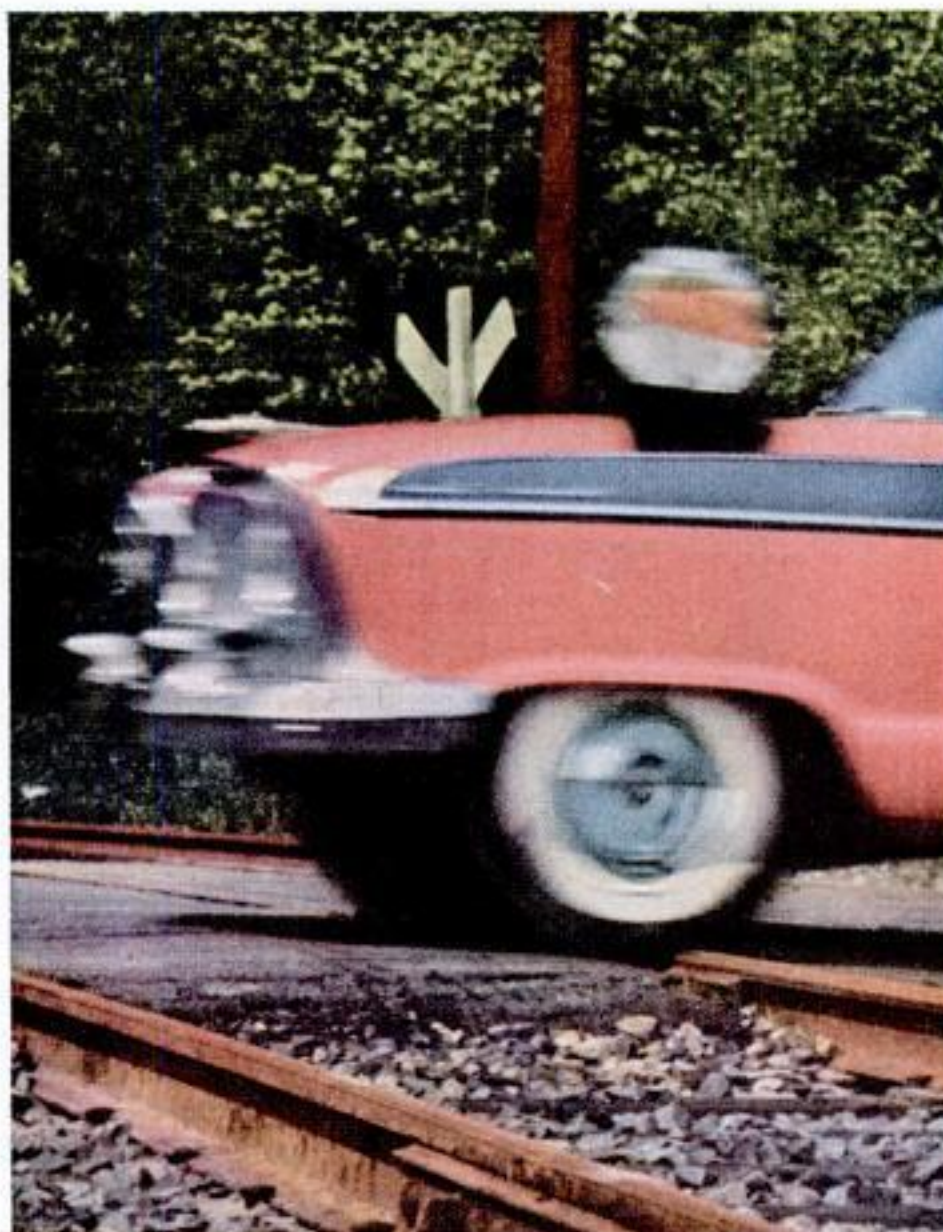


Look for this nearby Goodyear dealer sign for better tire values . . . better tire care . . .

Take a tip from this goldfish!

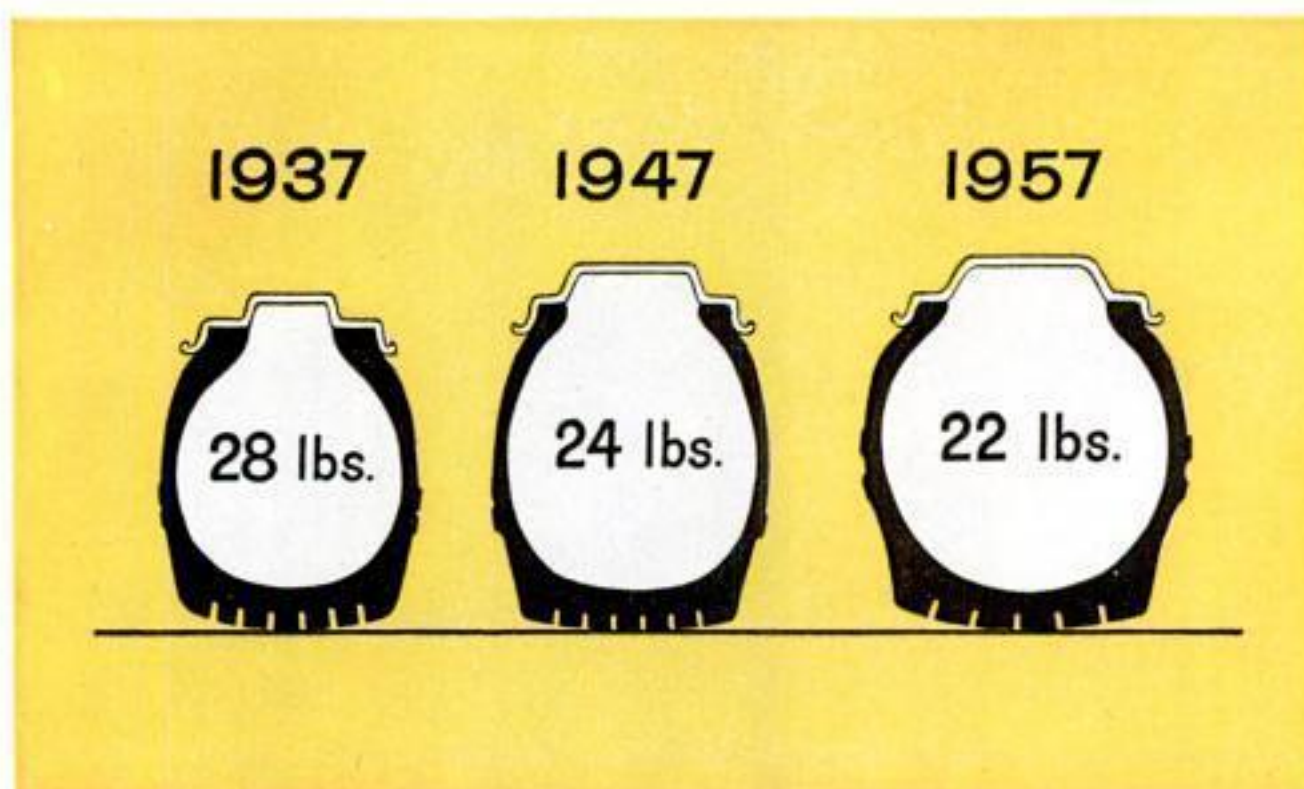
We put him in a fish bowl fastened to a fender, took him for a ride over a stretch of highway that included several railroad crossings. When we stopped, he still had plenty of water to swim in.

Resilient 3-T Cord not only protects you against dangerous blowouts, but soaks up the jolts and jars of the roughest roads. *The Custom Ride is a soft ride.*



You never had it so soft!

Goodyear has led the way in the development of wider, softer, smoother-riding tires. And now you ride on *more* air at less pressure. Result: a new kind of softness that gives you a luxurious ride.



AND NEW OF RIDE!



Its good looks go a long way!

In either satin black or gleaming white sidewall, the new Custom Tubeless Super-Soft-Cushion is styled to complement the beauty of today's fine new cars.

And it's a lasting kind of beauty—for in the Goodyear tradition, you'll get long, long miles of extra wear.

Not a murmur in a mile!

This new Goodyear tire keeps in close touch with the road, but you don't hear about it. There's no whine on the straightaway, and squeal on turns has been reduced almost to the vanishing point.

Every restful mile you drive tells you *the Custom Ride is a silent ride.*



GOODYEAR

convenient credit terms.

Super-Cushion, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio

In the sylvan shadows
and sunlight
of Coole Park near Galway,
Siobhan McKenna reads
Joan's epilogue lines:
"I am but a dream
that thou'rt dreaming...."



IN SEARCH OF ST. JOAN IN IRELAND

Irish actress Siobhan McKenna visits the homeland scenes which give native strength to her portrayal of Shaw's martyr

To Siobhan McKenna, whose inspired playing of Saint Joan in Bernard Shaw's play was acclaimed in Dublin and London before she repeated it in the U.S. (LIFE, Sept. 10), Joan of Arc could have been a saint of Ireland as suitably as a saint of France. Born and raised in Ireland, the actress has drawn the inspiration for her deeply religious portrayal of Joan from her own life and homeland. Within her lifetime, in that country, as in Joan's France five centuries earlier, the English were the enemy and national pride ran high and fierce. In the devout McKenna home in Galway, Siobhan's mother consulted regularly with saints whose pictures hung on the walls,

conversing with them as if they answered her. So it never seemed extraordinary to Siobhan that the soldiering Joan of Arc should have heard the counsel of voices from heaven.

Six years ago Miss McKenna translated *Saint Joan* into Gaelic so she could direct and star in it in Galway. This summer, before she came to the U.S., she returned to Ireland, seeking out the scenes which for her evoked the special character of the martyred saint. In the photographs on these pages Siobhan McKenna is shown in some of the Irish settings which for her recall the lines—quoted in accompanying captions—that the Dublin-born Shaw wrote for Joan.

Photographed for LIFE by GJON MILI



In the meadows before the Dunraven Augustinian Abbey in Limerick, Siobhan recalls Joan's plea to her bishop and king at Rheims Cathedral: "My voices. . . . They do come to you; but you do not hear them. . . ."

When the angelus rings you cross yourself and have done with it; but if you prayed from your heart, and listened to the thrilling of the bells in the air after they stop ringing, you would hear the voices as well as I do."



ST. JOAN CONTINUED



In Killeany cemetery on the Aran island of Inishmore, where Sixth Century Christian missionaries built the church in whose ruins she stands, Siobhan remembers Joan's inspirations: "... here in this corner, where the bells come down from heaven, and the echoes linger, or in the fields, where they come from a distance through the quiet of the countryside . . . it is then that St. Margaret and St. Catherine and sometimes even the blessed Michael will say things that I cannot tell beforehand."

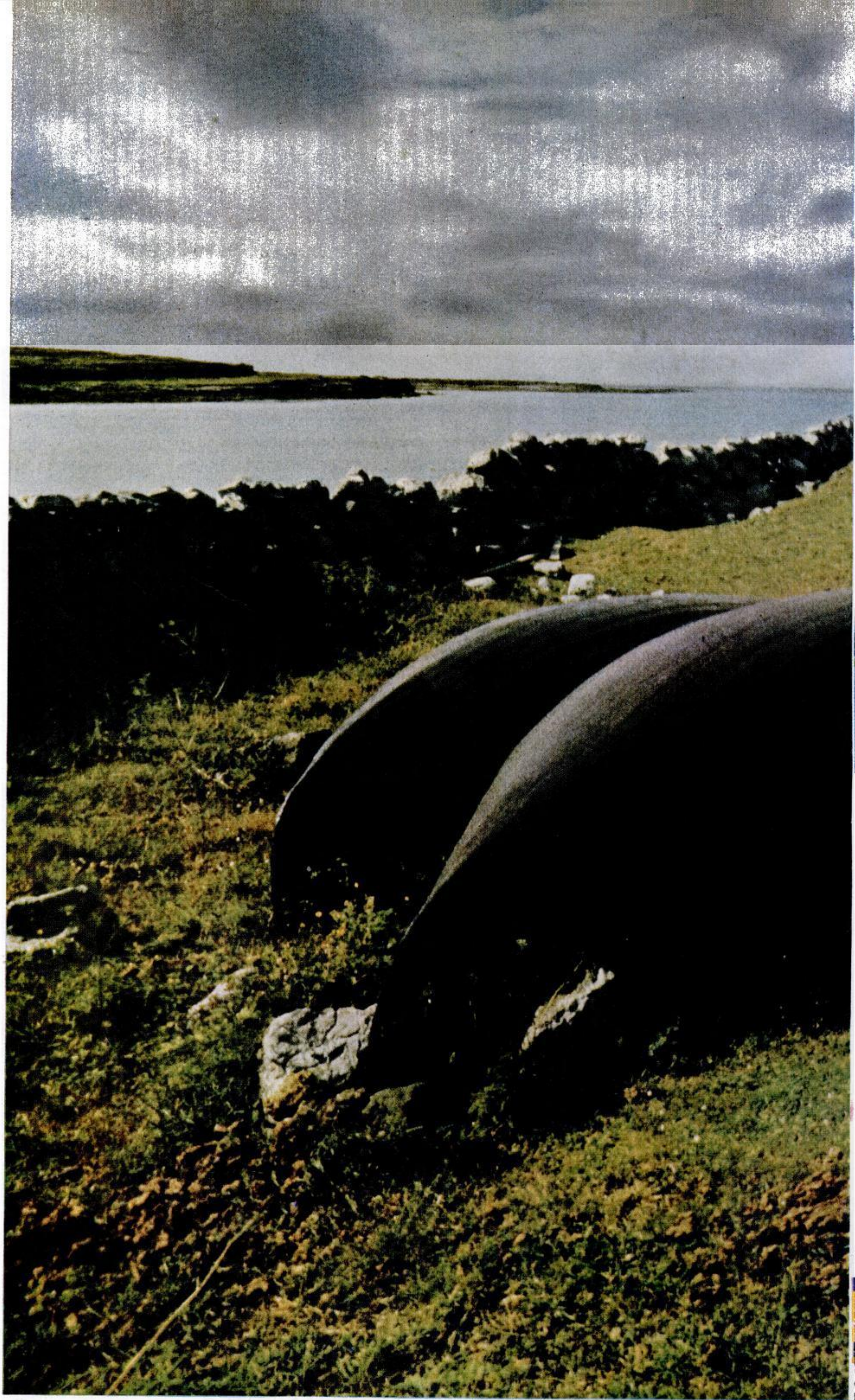


At a parish church at Spiddal,
near her Galway home,
Siobhan prays as Joan prayed
when her martyrdom neared:
"My voices do not tell me
to disobey The Church; but
God must be served first.
... If I am not [in a state
of grace], may God
bring me to it: If I am,
may God keep me in it!"



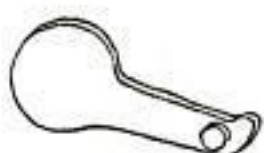



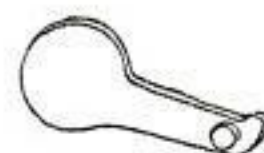




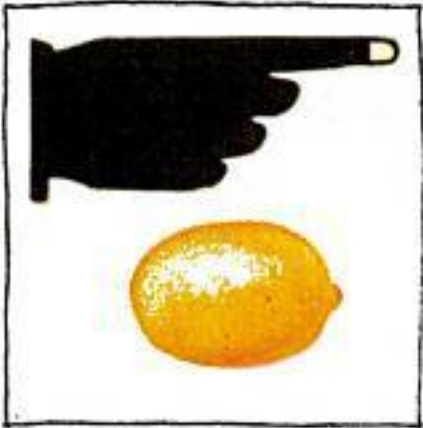

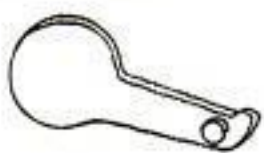

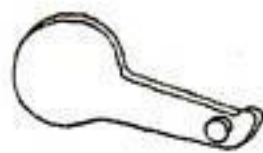

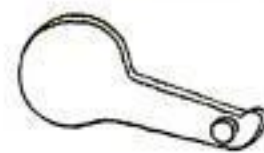




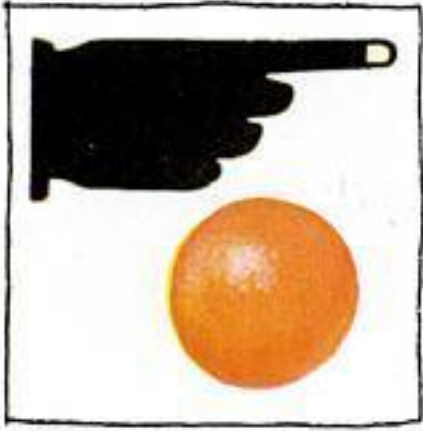

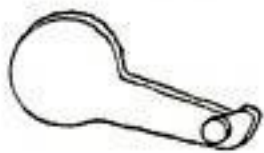







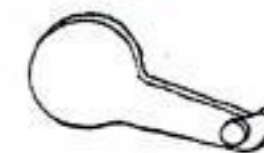






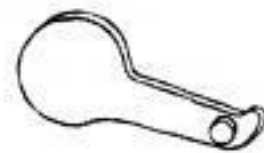




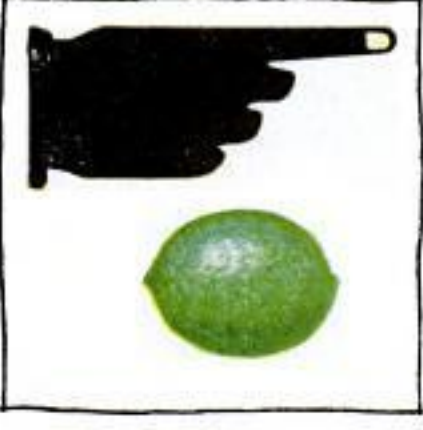

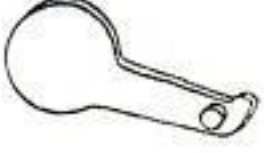








Ritual fires lighted on
St. John's Eve in Connemara
remind Siobhan of Joan's
rebuke to the French court
before her trial: "You will
all be glad to see me burnt,
but if I go through the fire
I shall go through it
to [the hearts of
the common people]
for ever and ever."



Beside four fishermen's currachs beached in Kilmurvy harbor on the Aran island of Inishmore, Siobhan is reminded of the spiritual solitude and strength of the saint: "Yes, I am alone on earth. . . . Do not think you can frighten me by telling me that I am alone. France is alone; and God is alone; and what is my loneliness before the loneliness of my country and my God? I see now that the loneliness of God is His strength. . . . In His strength I will dare, and dare, and dare, until I die."



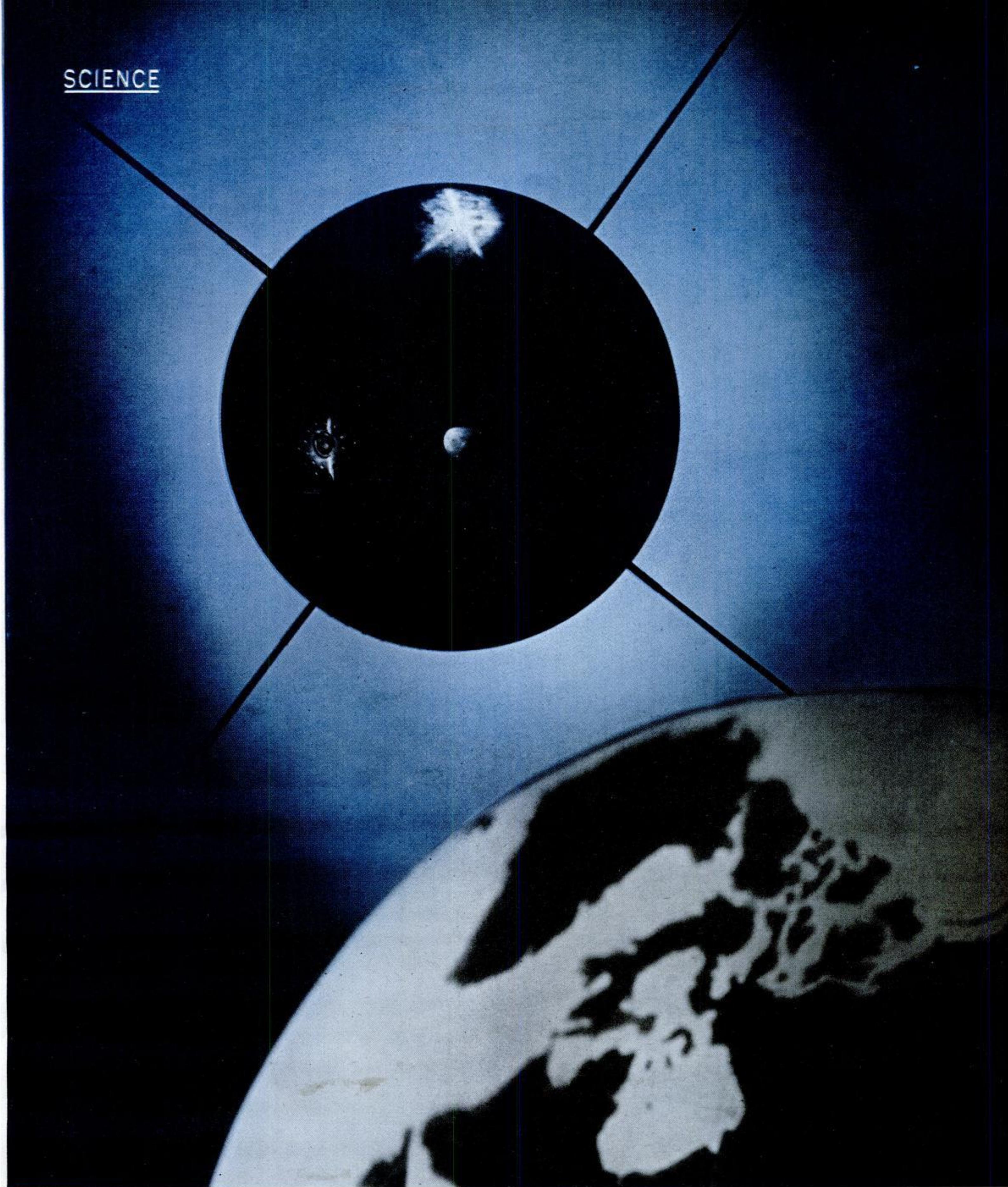


VOTE ANY ROW

FOR THE PEOPLE'S CHOICE





HANGING ABOVE A GLOBE IN A SIMULATED SKY, LOOKING LIKE A GIANT CHRISTMAS TREE ORNAMENT, MOON MODEL REFLECTS THE EARTH'S IMAGE (CENTER)

AN EERIE MODEL OF A SATELLITE

An eerie sight out of the coming age of space conquest was put on public view last month. It is a gleaming prototype of the man-made moons U.S. scientists hope to fire into orbits around the earth by the end of 1958. Having solved the major problems of its design, instrumentation and launching, the Naval Research Laboratory displayed it in New York.

The satellite will be a metal sphere 20 inches in diameter, sprouting four radio antennas. An 11-ton rocket (*p. 102*) will place it in its orbit 300 miles up, going 18,000 mph. Then for a period perhaps as short as two weeks or as long as a year it will swing around the earth once every 1½ hours until finally it spirals down into the atmosphere and burns up.

the experts agree...



ESQUIRE BOOT POLISH

*is the
fastest way
to the
brightest
shine*



Take it from the specialists, Esquire Boot Polish gives your shoes a special kind of shine... a Looking Glass shine so *all-fired bright*, you can see your face in it. And Esquire Boot Polish helps protect and nourish the leather with fine Carnauba wax, rare imported oils and leather-loving lanolin. Esquire penetrates deep into the leather itself, builds in a reserve shine that comes back again and again and again with the merest bit of buffing. So don't just *shine* your shoes. Lanolize them with Esquire Boot Polish. Still only 25¢. Watch "CAESAR'S HOUR" Starring Sid Caesar • NBC TELEVISION • Saturday 9:00-10:00 P.M. E.S.T.

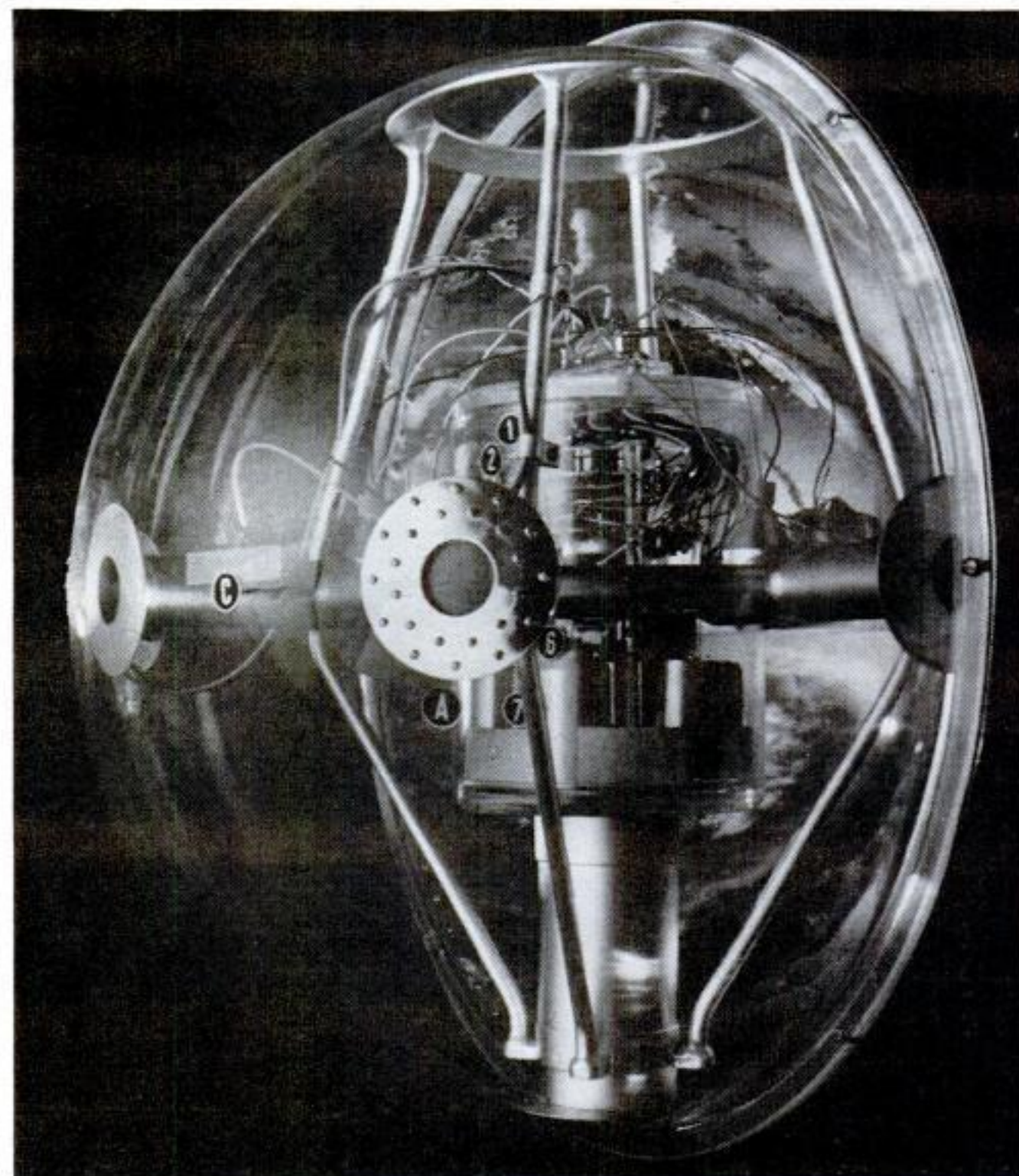
Satellite Model CONTINUED



MIRROR SURFACE of model moon, designed to pick up sunlight to make it visible, reflects clear but distorted view of guide showing it to New York crowd.

THE PAYLOAD OF INSTRUMENTS

To get their money's worth—probably more than \$40 million is being spent on the moon project—the scientists are packing the satellite with a maximum payload, 10½ pounds of miniature instruments. These will measure temperatures, pressures, ultraviolet light and the number of micrometeorites in the rarified edges of space. A magnetic memory unit will store the information, a transmitter will send it to Earth when the moon passes over radio stations. Astronomers and teams of volunteer observers will be watching for the satellite with telescopes, and when it is spotted an electronic computer will plot its course. Through ordinary binoculars the moon should be visible at dawn and dusk to observers south of Philadelphia and north of Bahia Blanca, Argentina as a faint, fast-moving object about as bright as one of Jupiter's moons.



SCIENTIFIC INNARDS are identified in second model with plastic front as: 1 transmitter, 2 meteor collision amplifier, 6 amplifier for ultraviolet light measurement, 7 mercury batteries, C thermistor to take temperature, A solar cell which determines whether moon is on darkened or sunlit side of Earth. Numbers of other instruments in this model are not visible in this photograph.

CONTINUED

\$50,000 in Prizes!

Enter Nescafé's new "Coffee Hunger" Contest

JUST WRITE THE LAST LINE TO THIS EASY "COFFEE HUNGER" LIMERICK:

Satisfy coffee hunger today
Buy a jar of this great Nescafé
The people who try it
Continue to buy it

EXAMPLE: IT'S TASTIER COFFEE, THEY SAY!

FIRST PRIZE \$20,000 CASH

2 Second Prizes—\$5,000 Cash Each

6 Third Prizes—\$1,000 Cash Each

50 Fourth Prizes—\$100 Cash Each

100 Fifth Prizes—\$50 Cash Each

PLUS

2,000 Prizes—De luxe Coffee Makers (Value \$4.95)

2,159 prizes in all!

Hurry! Contest ends Nov. 19, 1956

It's easy! It's simple! It's fun! And you could win a heap of welcome dollars—all for writing a *few simple words*—the last one rhyming with "today!" Here's a hint: Nescafé® satisfies your coffee hunger because it's 100% pure coffee . . . made from choice coffee beans . . . brewed the modern way. Truly delicious coffee every cup!

Another hint: You can enter this contest *as often as you like*—just enclose an inner seal of any size Nescafé jar with each entry. So get going now—you may be a big winner!

RULES

1. On the entry blank, right, plainly print your last line for the Nescafé Limerick . . . (to rhyme with today and Nescafé) . . . together with your name and address. If your grocer cannot supply you with entry blanks, you can use plain paper.

2. Send as many entries as you wish. Entries must be original work of contestant submitting them. Each entry must be accompanied by the complete paper inner seal used to seal top of either size jar of Nescafé Instant Coffee. Mail entries to Nescafé "Coffee Hunger" Contest, P. O. Box 258, Mount Vernon 10, New York.

3. Prizes consist of a \$20,000 Cash Grand Prize . . . \$5,000 Second . . . and 2,156 other cash and merchandise prizes as listed above. Duplicate prizes in case of ties. Only one prize to a family. In-

come taxes on the prizes must be paid by winners. This contest is subject to federal, state and local regulations.

4. Contest open to all residents of the United States, Alaska, and Hawaii, except employees of The Nestlé Company, Inc., its subsidiary and associated companies, its advertising agencies, and members of their families. Entries must be postmarked not later than midnight, November 19, 1956, and received not later than November 30, 1956.

5. Entries will be judged for originality, sincerity and aptness of thought by the Reuben H. Donnelley Corporation whose decisions will be final. All entries become the property of The Nestlé Company, Inc. Winners will be notified by mail approximately six weeks after close of contest. Send stamped addressed envelope for complete list of winners.



Enter Now!
Enter Often!



© 1956 The Nestlé Company, Inc.

USE THIS COUPON NOW FOR CONVENIENCE!
(or a plain white sheet of paper)

Mail to:
Nescafé "Coffee Hunger" Contest
P. O. Box 258
Mount Vernon 10, New York

Satisfy coffee hunger today
Buy a jar of this great Nescafé
The people who try it
Continue to buy it

Complete this line. Print—don't write.

Name

Address

City Zone State

HURRY! CONTEST EXPIRES NOV. 19, 1956

SOFT AS A SMILE. Impossible to wrinkle, yet luxuriously soft! The amazing one-piece collar on Van Heusen Century Shirts stays neat—*always!* And because it banishes wrinkles *without starch*, it always feels soft. Collar irons flat in one fast stroke . . . flips into perfect place because the fold line is woven right in. This shirt costs no more than ordinary shirts, yet lasts up to twice as long. In five collar styles. White, **\$3.95**. Superfine White, **\$5.00**. Colors, **\$3.95**. Oxford Button-down, **\$5.00**. Shirtmate Tie, **\$1.50**.

The greatest advance in shirts since the fused collar!



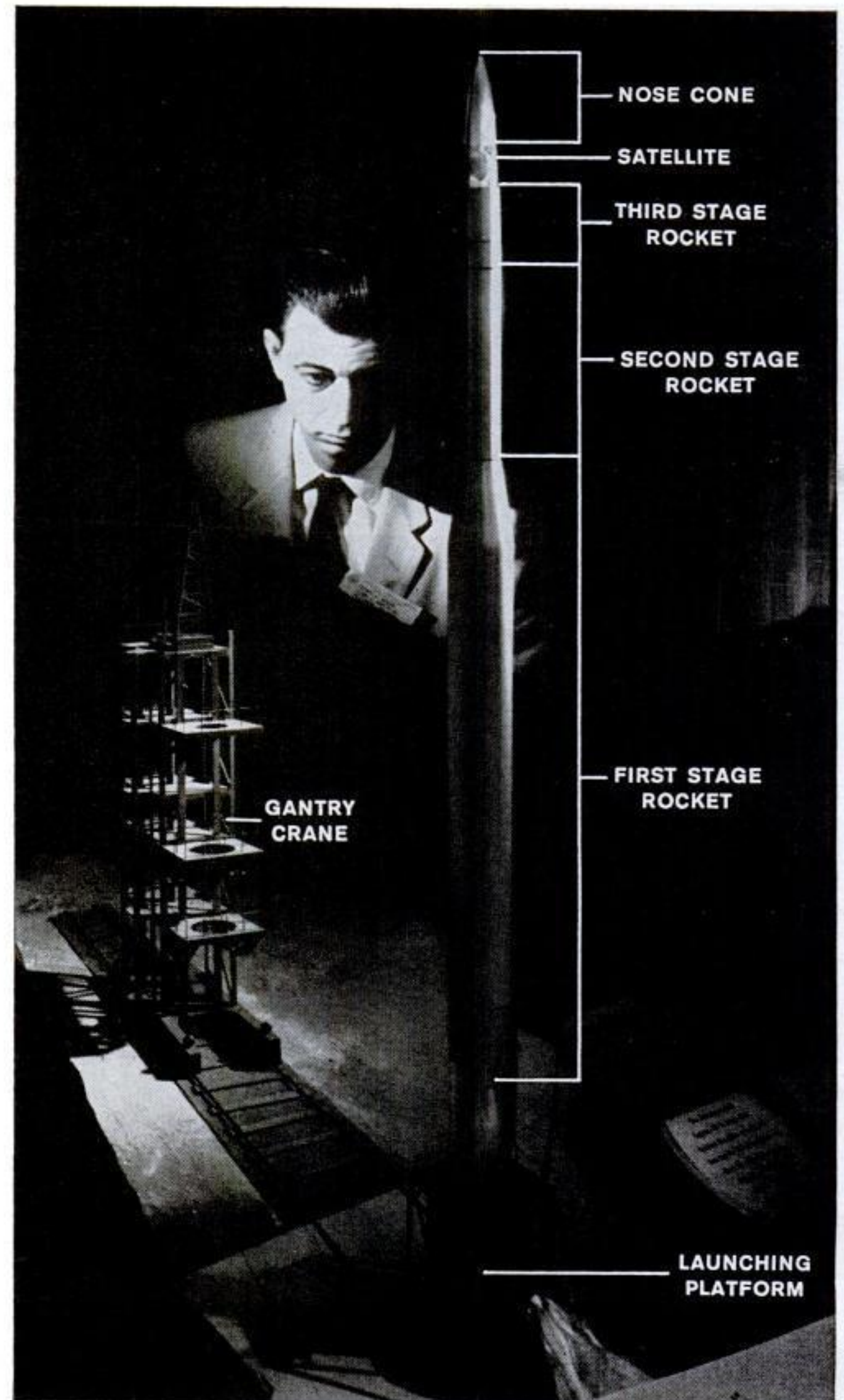
VAN HEUSEN CENTURY OXFORD BD

**SOFT COLLAR ON
VAN HEUSEN CENTURY SHIRTS
WON'T WRINKLE
...EVER!**

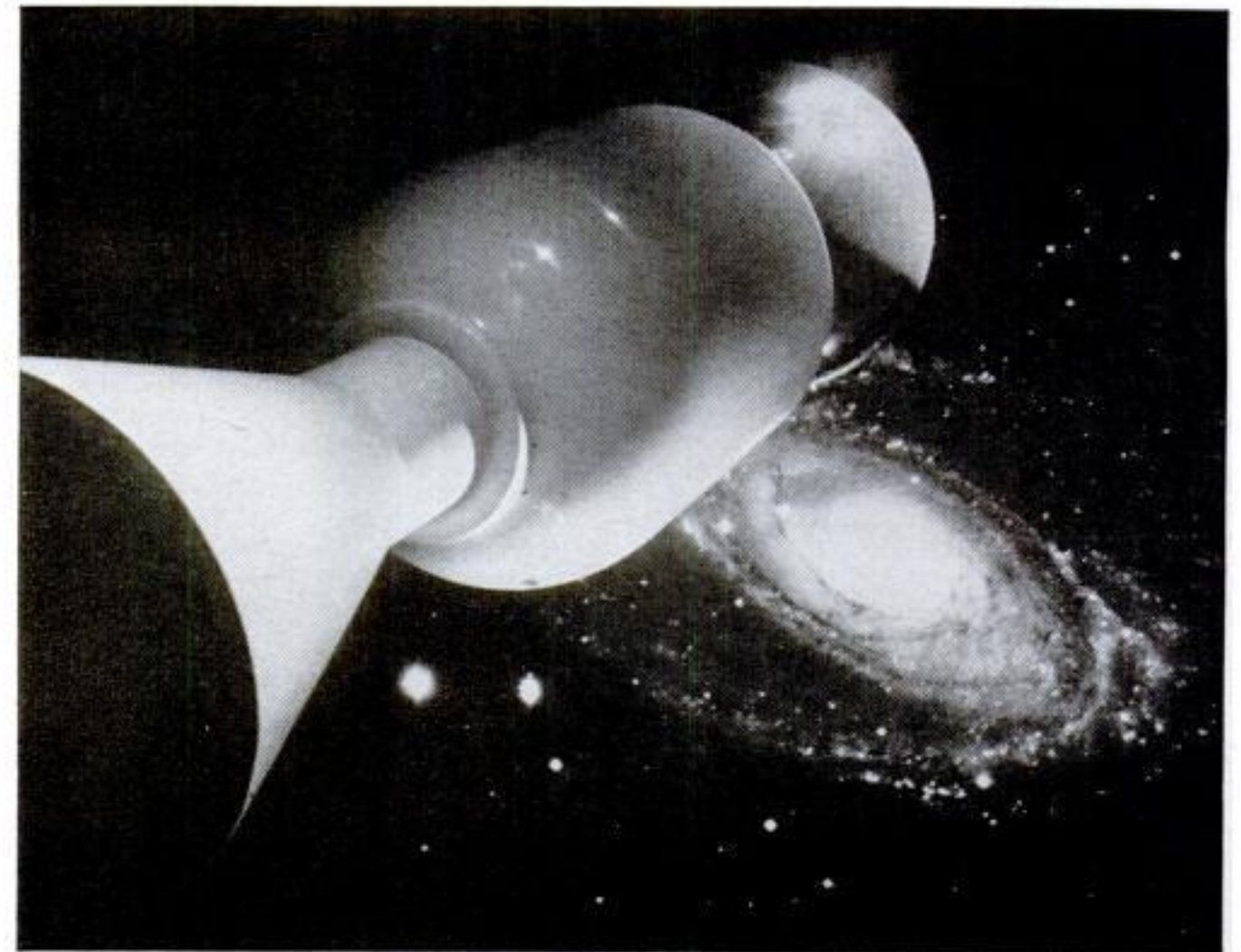
At better stores everywhere or write to Phillips-Jones Corp., 417 Fifth Avenue, New York 16, New York • Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Sweaters

Satellite Model CONTINUED


PUTTING A MOON IN ITS PLACE



THREE STAGE ROCKET that will lift moon to orbit is shown in another Navy model which includes replica of crane that positions rocket on launching platform. First stage of rocket, 45 feet long, uses gasoline as fuel to lift vehicle first 36 miles, then drops off. Second stage, burning white fuming nitric acid and unsymmetrical dimethylhydrazine, carries the guidance mechanism, and will push craft up to 140-mile height, where the nose cone drops off. The craft coasts on up to 300-mile altitude where the third stage rocket, using solid fuel, takes over to achieve 18,000-mph speed. Then satellite is ejected.




MOON AND COMPANION, the third stage of rocket, will travel together in space for a short while. Both models are photographed against starry backdrop.



Spark up Mealtimes with California Wines!

Today, do this: Have a glass of California Sherry as you relax before the meal . . . or a Burgundy, Sauterne or Rosé, in your cooking and on your table . . . or a California Port, after your meal . . . and you've got the easy recipe for good living—just pour, sip, and enjoy!

California's versatile, economical wines are
for all America, anytime . . .
Let wine spark up your mealtime, every day.



For good ideas
on wine serving,
parties, cooking, write
for our new free folder,
"Home Fun With California Wines."

WINE ADVISORY BOARD,
DEPT. L, 717 MARKET ST.,
SAN FRANCISCO 3,
CALIFORNIA

● ALWAYS ASK FOR

CALIFORNIA

the Wines of California

THIS IS NATIONAL WINE WEEK. Buy, give and enjoy your favorite California Wines.

This pie was made with another shortening. It was baked 40 minutes at 400° oven heat. Notice how little has really browned.



This pie was made with Fluffo. It was baked for the same time at the same heat as the pie on the left.



Something **Golden** Happens

(golden flakiness you've never gotten with any other shortening)



Expect surprising results when you use golden Fluffo; it's an altogether surprising shortening. Different from other leading shortenings as day is from night . . . different in substance, different in handling, different in results:

There's not a one that can give you such tender, flaky, golden-brown pies. No change in the measurement your favorite recipe calls for—just a wonderful change in results!

Not one can give you such crisp, light, golden-brown fried foods. Everything, but everything more beautifully browned all over and just as digestible as it looks. For deep frying, you'll find you can use light, sweet Fluffo indefinitely. Just add more when needed.

Fluffo even handles differently; it's so much lighter and fluffier than any other leading shortening it's a joy to use. You actually blend with fewer, easier strokes. And the golden color lets you see how perfectly you're mixing cake batter or pie dough. Try Golden Fluffo—how can you possibly miss?

Pure shortening, not a table spread.
Golden yellow from pure, wholesome carotene.

HIGH CROSS IN THE CANYON

**A chapel with a unique facade
rises out of the Arizona rock**

For years the idea of building a chapel in the shape of a cross haunted Marguerite Brunswig Staude, a sculptress, and she kept seeking a site suited to the church she envisioned. She found it not far from her Arizona home in Oak Creek Canyon where, between twin spurs of red rock, the concrete chapel now stands, its front a cross 90 feet high and 20 feet wide.

The site was chosen with the help of architects Anshen and Allen, who designed the church. Before it could be built, permission had to be given by the Forest Service because the land is government owned. To avoid cutting any rock, the chapel's base was built to fit into the natural conformations. Mrs. Staude, a Roman Catholic, paid for the structure, named it Chapel of the Holy Cross and gave it to her church. Opened last June, it draws worshipers from nearby Sedona and from travelers coming in from the main Phoenix-to-Flagstaff highway.



Nothing cleans better, faster, easier than a **EUREKA!**

**PROVE THIS TO YOURSELF—
REQUEST 10 DAYS FREE HOME TRIAL!**

All-New! MODEL 910

EUREKA
Super Roto-Matic



**Today's most effective cleaner!
Tremendous suction—71 cubic
feet of air per minute. Gives you
super cleaning power!**

And the Eureka Super Roto-Matic's double-size throw-away dust bag maintains greater suction efficiency, even as pounds of dirt collect in the bag. This means less bag replacement—better cleaning always!

No lift! No carry! Rolls everywhere on four swivel wheels. Every modern feature...with new deluxe cleaning tools.

ONLY
\$69⁹⁵

Complete with 8-pc. set
of Deluxe Cleaning Tools



Powerful! MODEL 805

EUREKA
Standard Roto-Matic

**Today's great cleaner value!
Reduced from original \$69.95.**

Extra special for small homes and apartments. Used in hundreds of thousands of homes—it's a cleaning marvel, light weight and very quiet.

Its swivel top permits cleaning all over without moving cleaner. The cleaning tools clip to sides of cleaner always ready for instant use. Never have you seen such a grand cleaner at such a low price.



NOW ONLY **\$49⁹⁵**

Complete with standard
8 Piece Set of Cleaning Tools
Roto-Dolly slightly extra — Optional

NO DUST BAG
TO EMPTY

FREE >

Write today for **FREE** 16 page illustrated booklet on Rug and Carpet Care and literature on the Eureka Roto-Matic cleaners. No obligation.

DEPT. D

EUREKA WILLIAMS CORPORATION • BLOOMINGTON, ILLINOIS

In Canada: ONWARD MANUFACTURING CO. LTD., Kitchener, Ontario

CANYON CHAPEL CONTINUED



ENTRANCE TO CHAPEL is reached by a curving ramp of concrete and a plaza which follows rock's conformation at top of the red sandstone butte.



ALTAR of black marble is set against background of the rugged canyon rock. Fifteen-foot figure of Christ by Keith Monroe is made of welded black iron.



FREE

\$1.00 Modess "V" Form Sanitary Belt ...with two Modess box tops

DISCOVER—FREE—the first really different sanitary belt! The new \$1.00 Modess "V" Form Belt—designed to hug your waist and stay in place—even when you sit, stand, move! It's *all* supple elastic...flexing...stretching...for an entirely new kind of comfort!

You just can't imagine how wonderful it is until you wear it yourself. So take advantage of this most unusual opportunity to try—**FREE**—the exclusive Modess "V" Form Belt!

HERE'S WHAT YOU DO! Just buy two boxes of Modess. (Discover the luxury... the gentleness of fabric covering that's soft as a whisper.)

From two Modess packages cut and mail the words "Personal Products Corporation," together with your name and address, to Personal Products Corporation, Box 67-A, Milltown, N. J. By return mail you will receive your Modess \$1.00 "V" Form Belt.

Offer expires November 15, 1956.

NO LINT FUZZ ON CLOTHES!



Striking new beauty—with textured aluminum base panel . . . easy-cleaning glass-smooth control panel, full-width fluorescent light. Fingertip Selectors let you pre-set wash speed, temperature of wash and rinse water. Dial wash time from 1 to 15 minutes. Special short rinse and spin lengths. Famous G-E Activator® Washing Action. Washer has over 50% more clothes capacity than many others.

You can own a famous G-E Filter-Flo Washer for about \$3.35* weekly. Models with Suds Return System slightly higher. Also matching G-E Automatic Dryer above, about \$2.58* weekly. Buy pair, take 36 months to pay. Choice of 5 Mix-or-Match Colors: Petal Pink, Cadet Blue, Turquoise Green, Canary Yellow, Wood-tone Brown. Also white. Your nearest G-E dealer is listed in your phone book.

NEW 1957 GENERAL ELECTRIC FILTER-FLO® WASHER

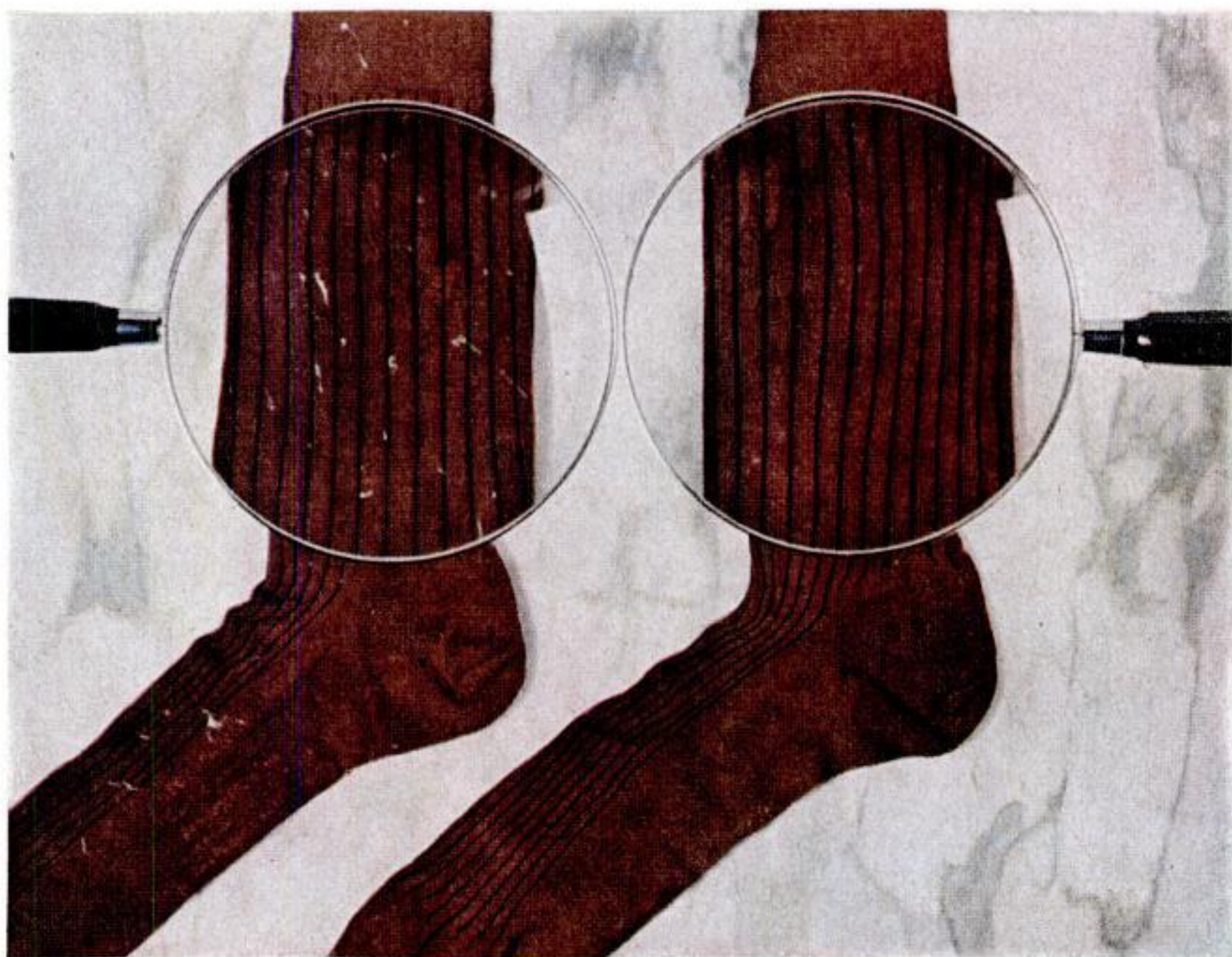
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Sock at left washed in ordinary washer

Sock at right washed in G-E Filter-Flo Washer

**Now—choose from 2 wash speeds, 2 spin speeds . . .
to give all types of fabrics “exactly right” washing care!**



**Wash nylon
without wrinkles**

Normal Wash Speed—Slow Spin Speed. Set the washer to suit the fabric! For nylon shirts, dacron blouses . . . *Normal* Washing Action is thorough, designed to get collars and cuffs clean. A gentle *Slow Spin* prevents setting in wrinkles.



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without “felting”**

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WEARING HER USUAL GLASSES AND SWEATER, ROBERTA SHERWOOD HAS A RENO NIGHTCLUB'S FULL HOUSE LISTENING RAPPLY AS SHE SINGS A LOVE SONG

Matron with a Torch Song

—BROKE, UNKNOWN AND 43, ROBERTA SHERWOOD HAS SUDDEN SUCCESS

by JOE McCARTHY

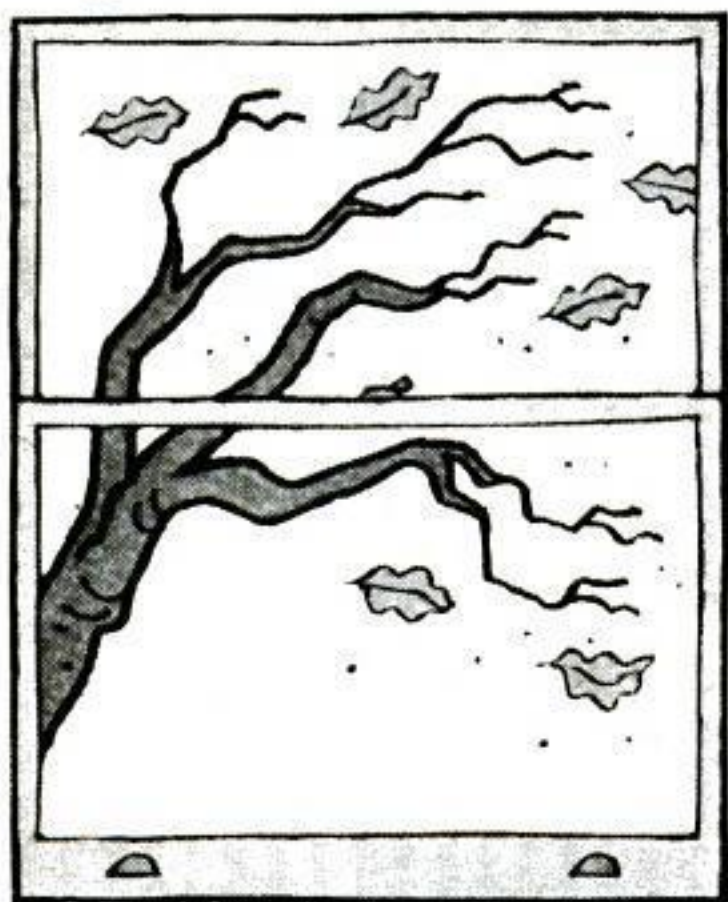
IN the glittering night life of Las Vegas, where the gambling casinos along the Strip constantly proclaim in glaring lights the presence of such entertainers as Frank Sinatra, Marlene Dietrich, Noel Coward and Judy Garland, a singer without a long-standing Hollywood or Broadway reputation is considered a poor bet to lure customers from roulette and dice tables. But for four weeks this summer Las Vegas talked about little else but the spectacular success of just such an entertainer. Her name was Roberta Sherwood and she had spent 15 years hidden in the obscurity of small Miami lounge bars. At 43,

the mother of three sons, Miss Sherwood is today the sensation of the bigtime nightclub circuit.

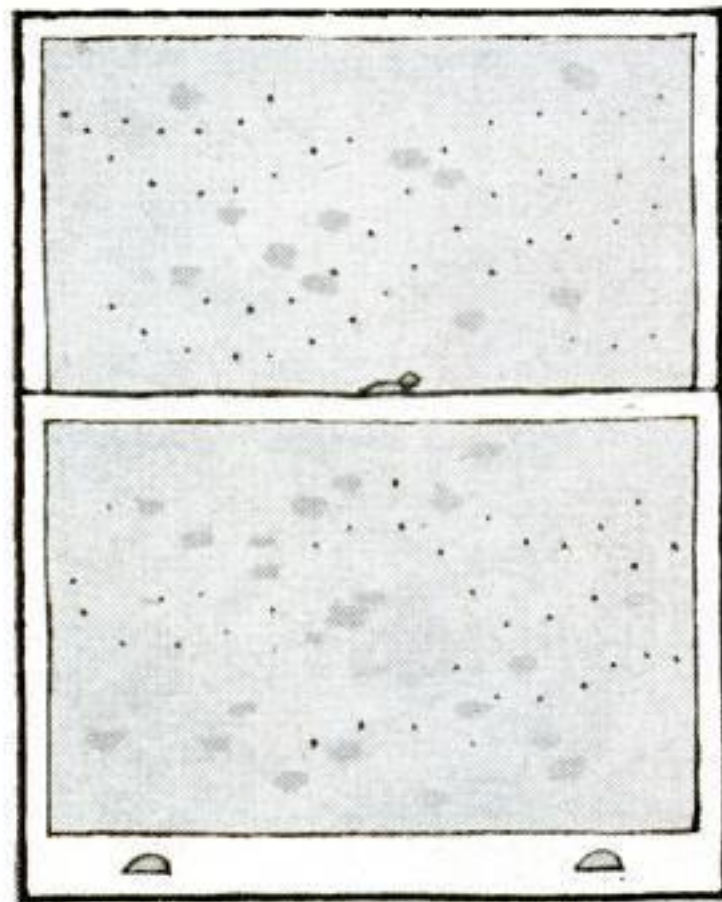
Nine months ago Miss Sherwood was singing in Florida for \$150 a week. At Las Vegas she opened on August 20th in a show with Mickey Rooney at the New Frontier for \$2,500 a week—it would have been twice that if she had not made her Las Vegas deal before her hugely successful New York debut at the Copacabana a few weeks earlier. An hour before each of her performances, long lines of suntanned visitors formed near the busy gambling tables in the New

CONTINUED

111



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Dust



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EARLY HULA is practiced by Miss Sherwood on beach near Miami. Others are members of Hawaiian troupe with whom she then played local nightclubs.

ROBERTA SHERWOOD CONTINUED

Frontier's lobby, waiting for the doors of the Venus Room to open.

Even the knowing show business executives in the dinner and supper crowds who had already heard a lot about Roberta Sherwood sat up straight with surprise when they saw her singing a slow love song in a spotlight beam among the tables. To nightclub patrons accustomed to the deft glamor of Hildegard, Lena Horne and Patti Page, Roberta Sherwood was indeed a switch. They saw a firmly built, matronly woman with the plain manner of a suburban housewife who does not get out much. She wore glasses. A sweater was thrown over the shoulders of her short and not especially fashionable-looking black dress.

As she went on singing in a strong, clear, husky voice Miss Sherwood made her way slowly toward the stage, stopping now and then at a table to shake hands with a customer. Reaching the stage, she finished her slow opening number. Then, abruptly, she took off the glasses and sweater and grabbed a battered and warped cymbal from the piano. Beating on the cymbal with a wire brush, pounding her right foot hard on the floor and shouting wildly, she swung into a hot, fast jazz version of *You Don't Have To Be a Baby To Cry*.

"I feel real good tonight," she told the audience when applause for the number died down. "This afternoon I escaped from my kids and went to a beauty parlor and had my hair done for the first time in weeks."

Then, for the next half hour, Miss Sherwood sang a variety of plaintive torch songs, ballads and comic folk tunes—*Gee, But I Hate To Go Home Alone, You're Nobody 'Til Somebody Loves You, Lazy River, I Used To Love You, Cry Me a River* and *This Train* ("This train don't carry no gamblers, no crap-shooters, no midnight ramblers").

Roberta Sherwood's warm and moving love songs are often compared to the blues of Libby Holman and the brisk assurance with which she tackles a fast jazz number reminds many listeners of Ethel Merman, but she has little of the slickness of most Broadway singers. Her style is flashy, richly sentimental, as unsubtle as her crashing cymbal and as unpretentious as her \$49.50 dress. "The tourists at Las Vegas saw me and came back a few nights later with their children, so I can't be very sophisticated," she says. "My kind of music really needs a bass player who slaps the bass hard with his open hand, the way they did back in the days of the Model T Ford. You can't get a bass player to slap it any more. He's afraid another bass player might see him. That shows you how out of date I am. I grew up trouping with carnival minstrel shows and in small time vaudeville, not in the Persian Room at the Plaza."

The story of Roberta Sherwood's career and of how success finally came to her in middle age when she was hard-pressed by trouble would be dismissed as mawkish sentimentality if written as fiction. Just a year ago she was unable to find a singing job in Miami, where she had sung since the early days of World War II in various lounge bars managed by her husband, Don Lanning.

CONTINUED

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BANGING A CYMBAL, now one of her trademarks, she sings to accompaniment by Murray Franklin, her discoverer, at his nightclub in Miami Beach.

ROBERTA SHERWOOD CONTINUED

A lung cancer operation had left Lanning a bedridden invalid. Their oldest son, Don, was then only 14 and their two younger boys, Jerry and Bobby, were 12 and 7. The family savings were gone and the Lannings were about to lose their home.

"Everywhere I went, they told me the same thing," Miss Sherwood says. "They said I was too old to be a singer. They said I'd been around Miami too long. They told me to try something else. But I was a singer and if I couldn't make it as a singer, I'd just fold up and die. Don, worried as he was, felt the same way. If I'd wanted to do some other kind of work, he'd have stopped me. I guess you can't understand that unless you grew up in show business the way Don and I did."

Roberta's father, Robert Sherwood, directed an oldtime minstrel show that played county and state fairs all over the country. "My mother died when I was little and my father raised me and my younger sister, Anne," she says. "We grew up on the road with him. My father loved the sound of rain on canvas. He took great pride in the way he put up our tent. In all the storms we went through, we never had one blow down."

When they were in their early teens, the Sherwood girls worked at fairs as a song and dance team. One fall they left their father at the carnival's winter quarters in Alabama to take a job at the Princess Theater in Youngstown, Ohio. "After we got there, we discovered that we were in a burlesque show," Roberta says. "I made Anne stay in the dressing room during the strip acts because I felt she was too young to see such things." Finally they became a vaudeville and nightclub act. In 1932 they appeared in a revue at Miami's Silver Slipper nightclub under the direction of Don Lanning, a handsome, debonair Broadway veteran who had played musical comedy juvenile roles for the Shuberts in the early '20s. Lanning, 18 years older than Roberta, took her in hand and taught her the mannerisms and tricks that she still uses today.

"Don was crazy about Roberta for six months before she realized it," says Mildred Finley, a friend who worked at the Silver Slipper in those days. "She was 19 and she was beautiful but she never thought about men. Roberta never thought about anything but her singing. She was a great singer then, even better than she is today, and all of us were sure that she was going to be a big star. When she sang something like *Smoke Gets in Your Eyes*, her feet would be planted firmly on the floor and her two arms would be held straight and rigid at her sides with her fists doubled up tightly, and every muscle in her body would be quivering. It would tear you to pieces."

Roberta went on singing in movie theater stage shows and in small nightclubs for the next seven years, with no thought of marriage, but the stardom everyone predicted for her never came. "The closest I got to Broadway was Newark," she says.

Then Don Lanning opened a restaurant and lounge bar on Biscayne Boulevard in Miami and persuaded Roberta to quit show business and marry him. Mildred Finley remembers a night in 1943 when she went to Lanning's and saw Roberta sitting alone behind the cashier's desk, a tired woman heavy with the pregnancy of her second child: "I thought about her youthful beauty and her talent and the success she never had, and I wanted to cry."

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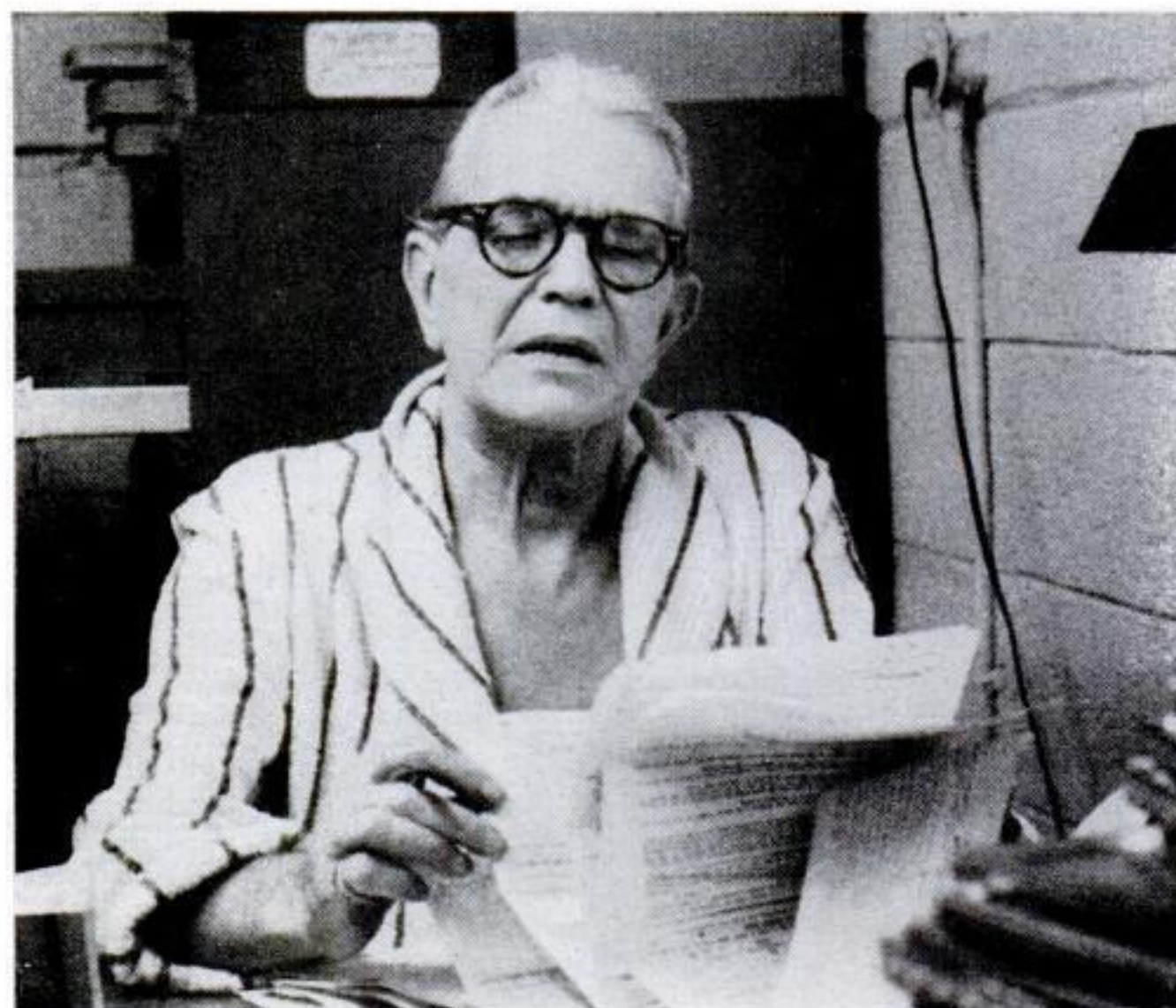
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HUSBAND, Don Lanning, 61, almost totally incapacitated after lung cancer operation, handles wife's correspondence at their Biscayne Park, Fla. home.

ROBERTA SHERWOOD CONTINUED

But the urge to sing before an audience was too strong for Roberta. She arranged for a maid to stay with her babies at night so that she could perform at Lanning's bar. "My sister said I ran through my housework like a football player," she says. "But I nursed each one of my kids. I'd be in the middle of a song and the boys in the band would yell at me, 'Hey, it's 10 o'clock!' I'd jump into the car and race home and nurse the baby and race back again and sing another song."

In 1949 Lanning lost the lease on his restaurant and took over the lounge bar concession at the Robert Richter Hotel on Miami Beach, where Roberta continued to work as an entertainer. The same tourists came to listen to her every winter. She was singing the same songs she sings today, in the same style, but she was unknown in the upper brackets of the entertainment world because influential show people did not go to the Robert Richter.

The Lannings built up a steady business at the Richter and their income grew to \$15,000 a year. They bought a home in Biscayne Park for \$25,500 with a \$15,000 mortgage. Then, within a few weeks in August three years ago, everything went bad. Don learned that he had cancer. His left lung had to be removed immediately to save his life. At the same time his contract for the bar concession lapsed. He tried to talk the hotel into letting Roberta manage the bar while he was in the hospital but the owners of the Robert Richter decided to take the concession over themselves. So when Lanning went to the hospital both he and his wife were out of a job.

The removal of Lanning's left lung left him a semi-invalid. For the first three months after his operation, when oxygen had to be administered to him frequently, Roberta remained at his bedside day and night because they could not afford a nurse. Then she began again to look for work.

"Now and then I'd work one night for \$25 or \$15 at a Kiwanis Club party or a fireman's ball, and I was glad to get it," she says. "I couldn't get anything steady. They said they didn't care how well I could sing—they only wanted young, slim platinum blondes and it didn't make any difference whether they could sing or not. A couple of places said they'd hire me if I'd sit and drink with men customers. Some of the agents said they could get me a job fast if I used risqué material. I told them I'd quit show business before I'd sing dirty lyrics."

A year went by. The unpaid bills piled up, but Roberta wavered only once from her firm determination to keep on searching for a singing job. For a few days, when the future began to seem hopeless, she thought about leaving her family to look for work with one of the traveling carnivals she had known as a child. "But then I picked up \$25 singing with a dance band and I paid something on the grocery bill and things looked much brighter," she says.

Gene Austin, popular singing star of the '20s who was an old friend of the Lannings, invited Roberta to try her luck in Las Vegas where he and his wife, Lou, live in a trailer. Roberta spent two weeks with the Austins and made the rounds of every nightclub

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and gambling place in town. Nobody even offered her an audition. One night early last September, when Roberta was on her way home from a Miami civic entertainment center where she had done a show for \$15, she stopped in at Murray Franklin's small late-hour drinking place in Miami Beach to ask for work. Franklin seemed interested, but it was not until several days later when she was in the middle of cooking dinner that he called up and asked her to try out at his place that night.

After watching her perform, Franklin offered to hire her for \$150 a week. "It seemed like a fortune," she says. For the first four months that she sang at Franklin's, five times nightly, Miss Sherwood attracted no exceptional attention. Then in January, as she puts it, "The Names started to come in." Red Buttons, the television comedian, liked her and brought in Walter Winchell, who praised her in his column and on his radio broadcasts. Everybody began to crowd into Franklin's bar to hear the woman with the glasses and the sweater who shook hands with the customers and banged on a battered cymbal while she sang.

"After that, everything happened," Roberta says. "You get into the right place at the right time and the right people see you and then you get it." The Eden Roc Hotel in Miami Beach hired her for \$1,700 a week to do two shows a night before her late stint at Franklin's. Decca Records signed her to do an album, and Jackie Gleason put her on his *Stage Show* television revue. She was booked for engagements at the Copacabana, the New Frontier, the Riverside in Reno and the Mocambo in Hollywood—where she opened two weeks ago to what Louella Parsons called "as great a reception as I have ever seen anyone get in this town."

Keeping track of the family

ROBERTA'S rise to big money has not made much difference in her family's home life. They plan to remain in the comfortable house at Biscayne Park, where Don handles his wife's affairs and correspondence with the help of a secretary and talks over the events of the day with Roberta on the telephone every night. When it is possible some or all of the boys stay at her hotel with her during out-of-town engagements (see below).

Miss Sherwood has promised Murray Franklin that she will return to work for him at her old salary, \$250 a week, whenever she is free to do so, but Franklin will not hold her to the agreement. "She's good for \$5,000 a week now," he says, "and I certainly want her to get it. She's a wonderful woman and a real lady."


Looking back on the incredible change in her luck in the last nine months, Miss Sherwood says, "If it wasn't something that just happened out of the blue all by itself, it must have been that people suddenly found out they liked the things from the oldtime show business Don taught me years ago. Things like making an entrance from the audience instead of from backstage. Other things I do that people make a fuss about just came accidentally. I dug up the cymbal because Murray Franklin didn't have a drummer and I need a strong beat in my music. I started wearing a sweater because of the air-conditioning in Murray's place. I wear the glasses when I'm walking through the audience because I can't see without them, and I don't want to walk into somebody's shrimp cocktail. Now the cymbal and the glasses and the sweater are a trademark like Ted Lewis' old top hat. I don't get it. But I'm not complaining as long as it's paying off the mortgage."



CAMPING OUT with sons in a hotel room during her New York run, Miss Sherwood fixes a snack for (from left) Donald Jr., 15, Robert, 8, and Jerry, 13.

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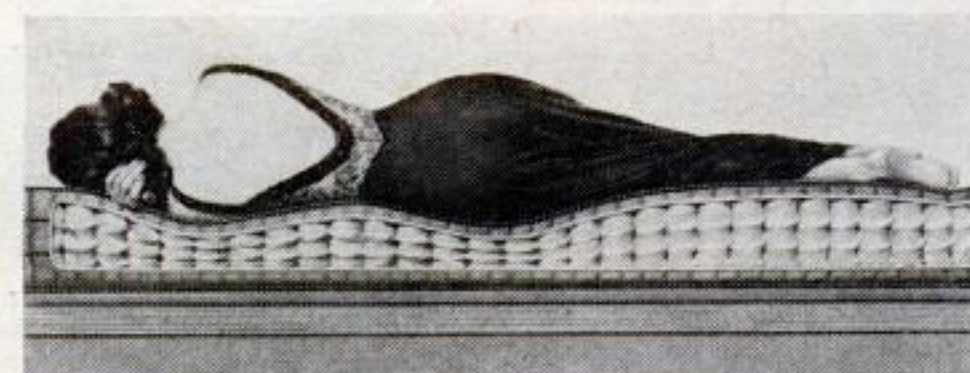


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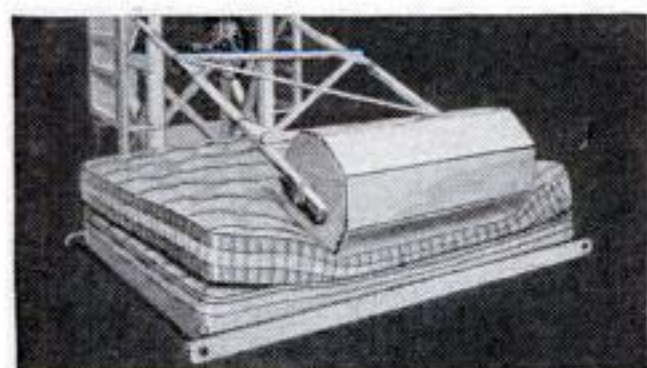
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If Beautyrest is so right for two, think how perfect it must be for *single* sleepers. Independent springs



both get separate comfort on BEAUTYREST™

give body-fitting support from head to toe. Coils give gently under your hips, yet firm up to support the small of your back. Remember, only Beautyrest gives this combination—the firm, level support you need *plus* the luxurious comfort you want.



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REEVES' PHEASANT from central China looks more like game pheasant than other ornamental pheasants. It has stunning

markings and a tapered five-foot tail, longest of the ornamental pheasants, which it uses as a brake to turn and stop in flight.

BEAUTIFUL BIRD FAMILY

A dazzling collection of ornamental pheasants is assembled in North Carolina

Ornamental pheasants, one of the world's most beautiful bird families, are native to remote parts of Asia where they live in jungles and mountains. But a dazzling collection of these rare birds lives in a four-acre field outside Winston-Salem, N.C. where they have been assembled by a former housing contractor. Walter Oakie started collecting pheasants in 1946 "just because they were so pretty." But

the challenge of raising them so occupied him that he quit building houses to breed the birds.

Unlike the familiar game pheasants, which also are from Asia, the ornamental birds are not good for hunting. They run for cover when flushed instead of flying up and offering an inviting target. But their beauty makes them prized by collectors who pay as much as \$600 for a good pair.

Photographed for LIFE by NINA LEEN

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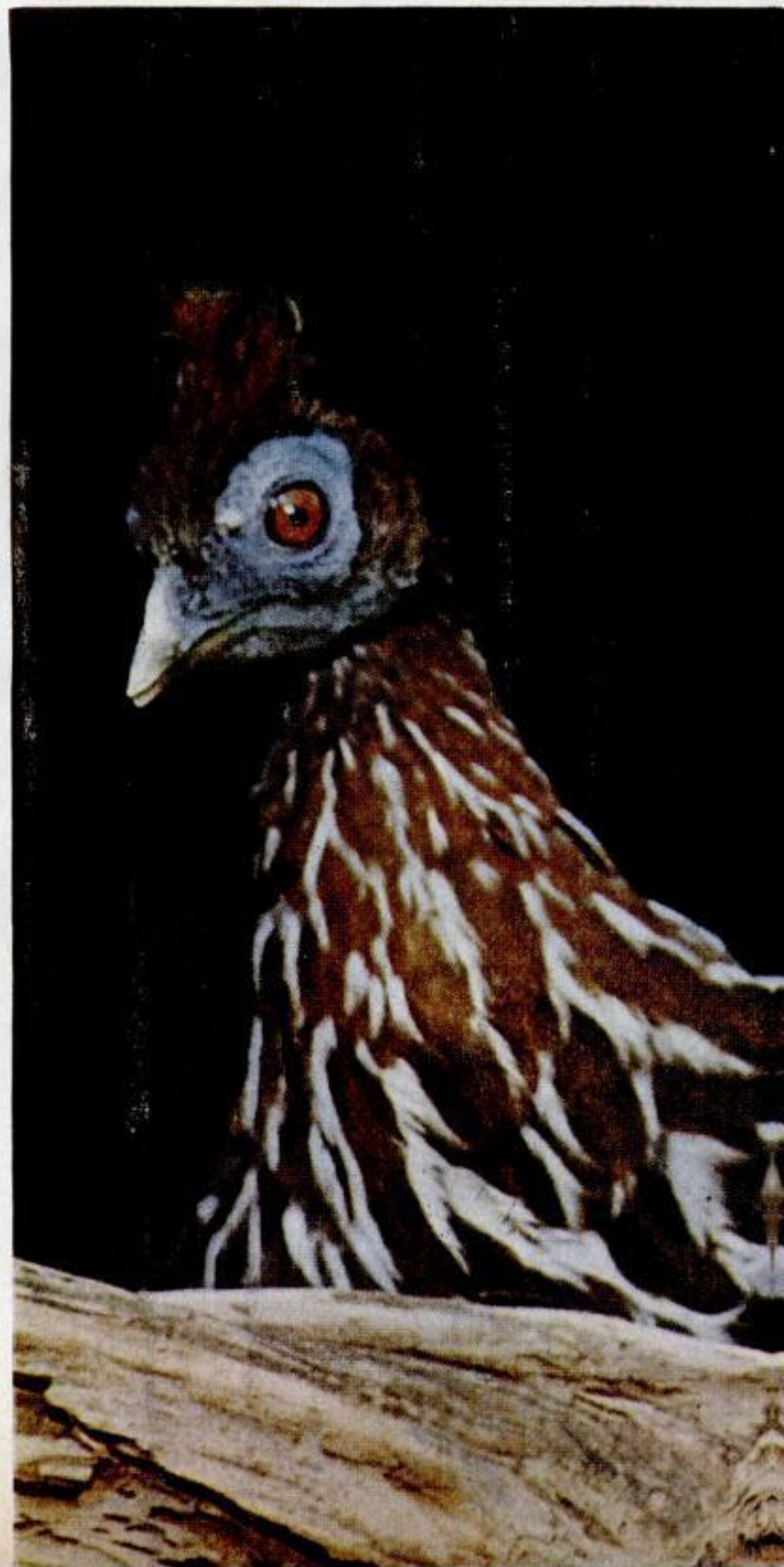


TEMMINCK'S (*above*), one of rarer pheasants, lives in undergrowth of hardwood forests in Central Asia. Chinese consider bird a good luck omen.

FIREBACK, from Malay Peninsula, is now rare in its native habitat. Oakie, its most successful breeder, has produced 26 chicks from a pair in a year.



ELLIOT'S (*above*) is found in the mountains and jungles of eastern China. Wild and unsociable, it is noted for violent ways, sometimes kills mate.





YOUNG FIREBACKS (*below*) are only females shown here. Fourteen months old, these birds have acquired adult plumage but are too young to breed.



GOLDEN (*above*) is one of most brilliant ruffed pheasants. Ruff of scalloped feathers around neck is spread forward in front of face when courting.



IMPEYAN'S (*below*) is a gregarious, iridescent bird from the high Himalayas. Curved bill is used to uncover grubs, roots and bulbs which he eats.



LADY AMHERST'S, a ruffed pheasant, comes from southeast Tibet and China where it lives in thickets and bamboo patches, eats bamboo shoots. It was brought

to England in 1828 by Lord Amherst, who named it after his wife. With the Golden it is the most beautiful and the most common ornamental pheasant in the U.S.



His electronic "secretary" can travel—saves hours of overtime work

On the way to new business —the Voicewriter keeps your office running non-stop

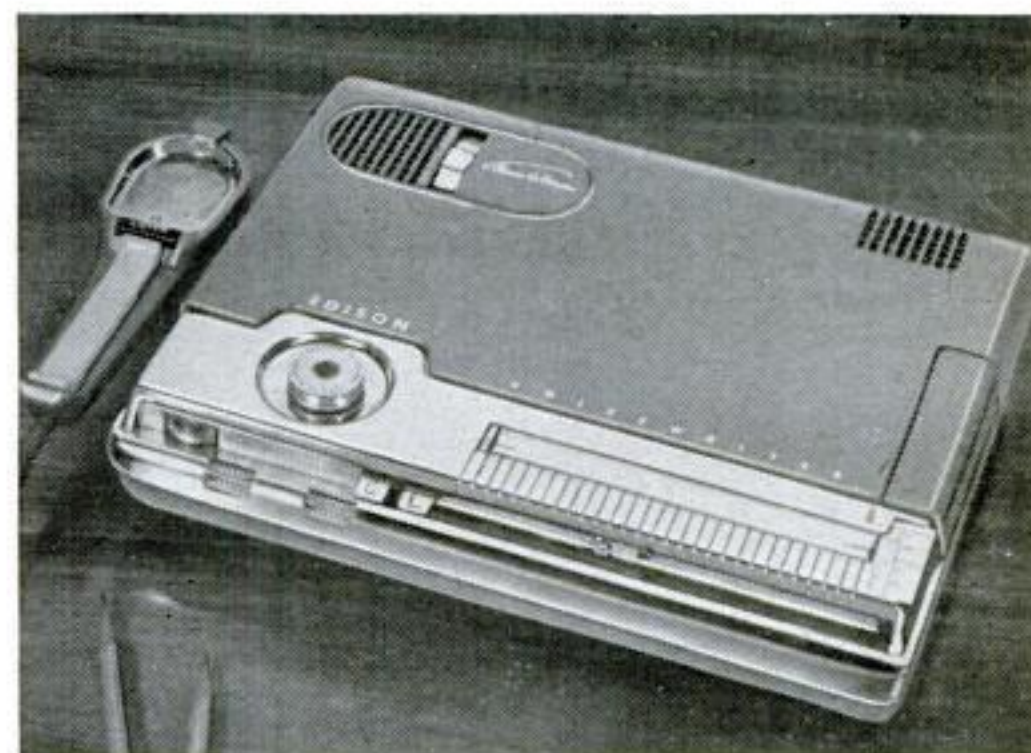
In today's competitive market, the man who lands the business is the man who's on the scene. You have to be free to travel—and at the same time know that back at the office the jobs are getting out.

That's the reason so many executives are turning to the Edison Voicewriter. It lets you turn out correspondence, memos, reports on the go. Just mail the Voicewriter disc to

your secretary, and there'll be no backlog waiting when you get back.

You'll discover the Voicewriter's value, back on the home front, too. It helps you get through paperwork in $\frac{1}{3}$ the time. Frees your secretary to do far more valuable work.

Why don't you phone your Edison Business Consultant for a free trial. No obligation. His phone listing is Edison Voicewriter.

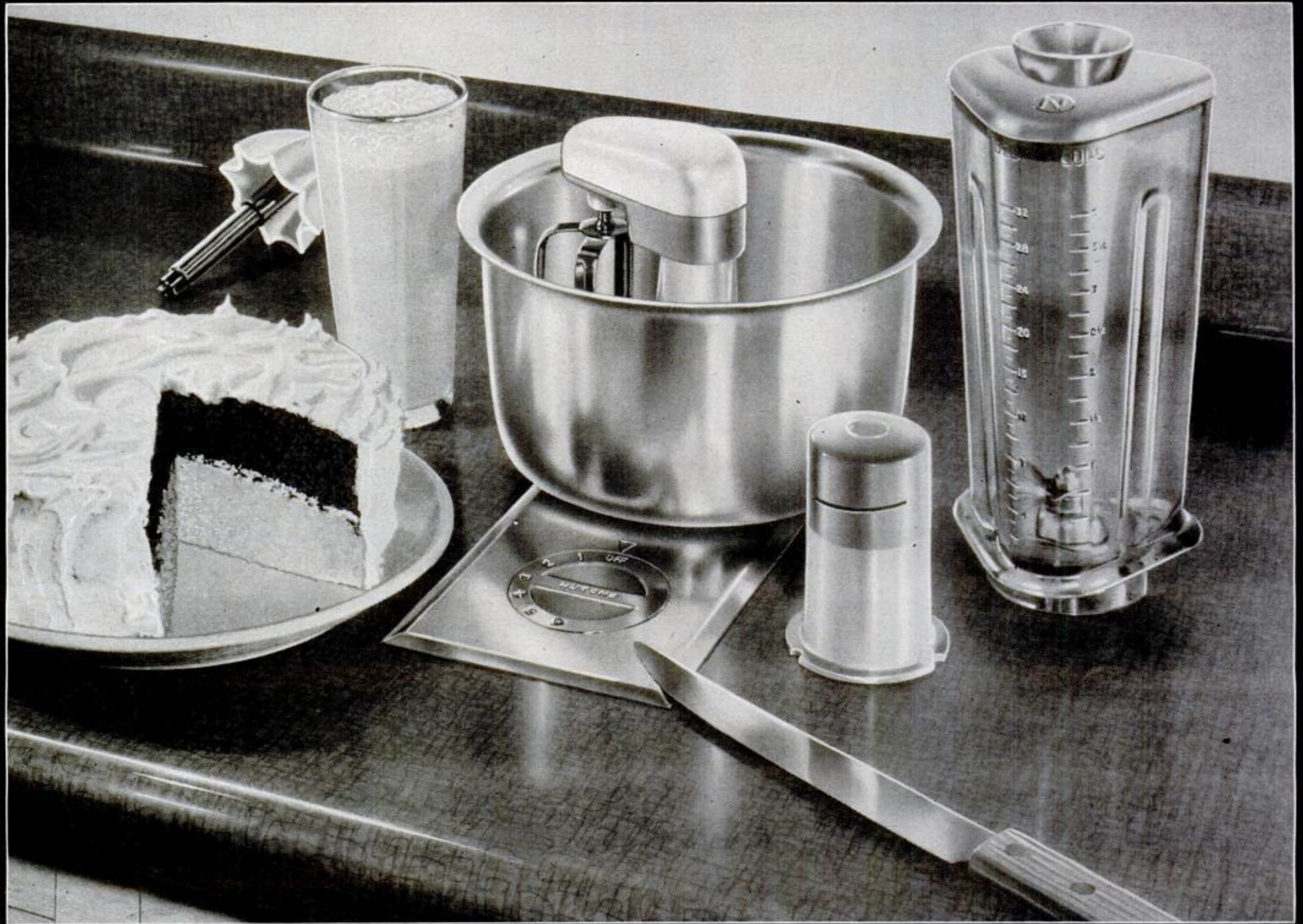


Your electronic assistant—the Edison Voicewriter ends duplication of effort . . . frees your secretary to be more of an assistant. And it combines ruggedness with compact design. Buy it! Rent it! The cost? As low as \$15.00 a month.

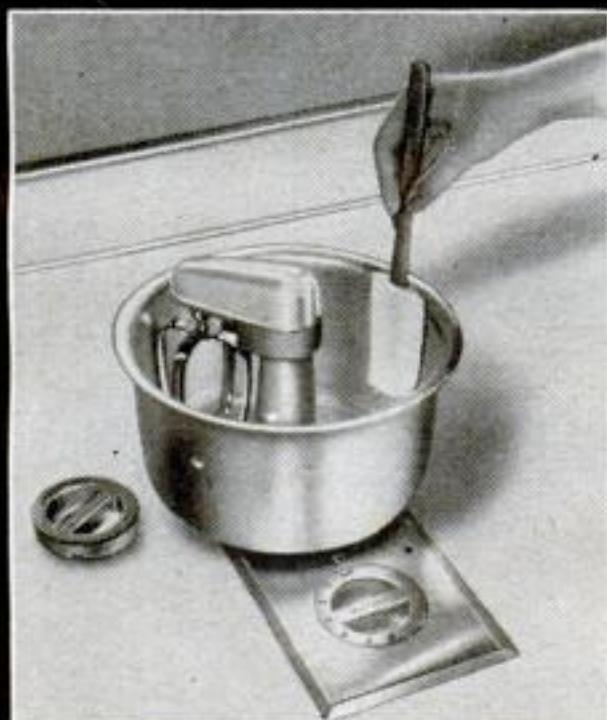
Edison Voicewriter

Thomas A Edison
INCORPORATED
PIONEER IN ELECTRONICS

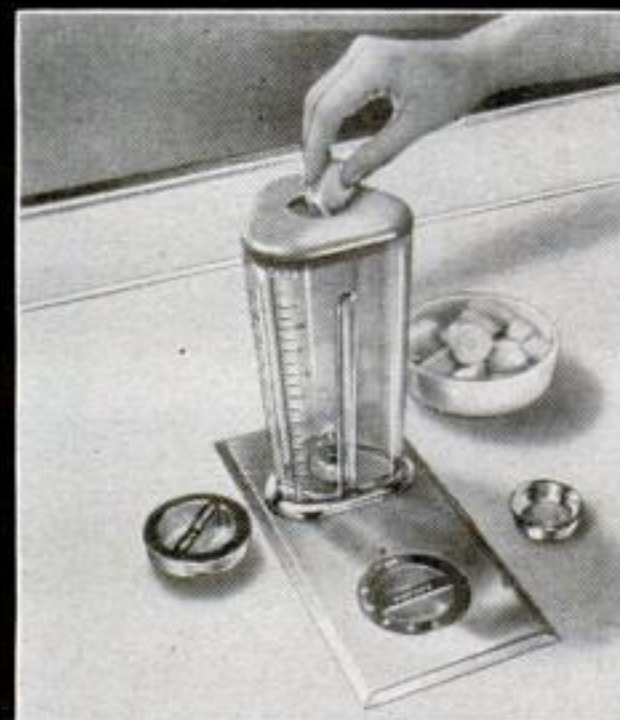
AT LAST... an end to
NU-TONE Built.



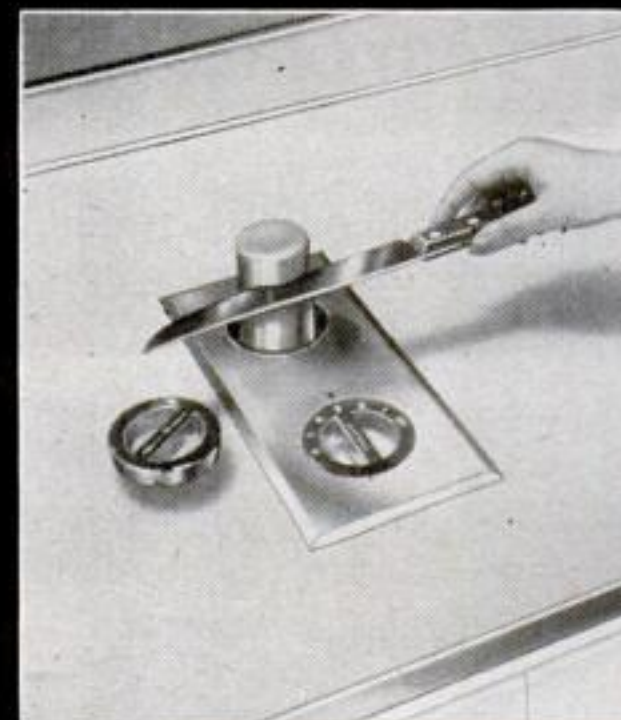
ONE MOTOR for Four Full Size Food Appliances



Food Mixer



Blender



Sharpener



Juicer

cluttered-up kitchens! In Food Center

Combination Food Mixer, Blender, Sharpener and Juicer

If you're tired of pulling heavy appliances in and out of cabinets . . . or if you get upset by cluttered-up work space in your kitchen . . . and if you're bothered by tangled electric cords from all kinds of appliances . . . then you'll fall in love with this fabulous NuTone Food Center.

It's Built-In . . . completely out of sight . . . ready for instant use as a powerful Food Mixer . . . or a 6-speed Blender . . . or a handy Electric Knife Sharpener . . . or a family-size Juicer and

.. soon to come . . . the most sensational Electric Meat Grinder you ever saw! All these FIVE full-size appliances use only ONE Motor. You can build this NuTone Food Center into a new home . . . also into the counter of your present kitchen.

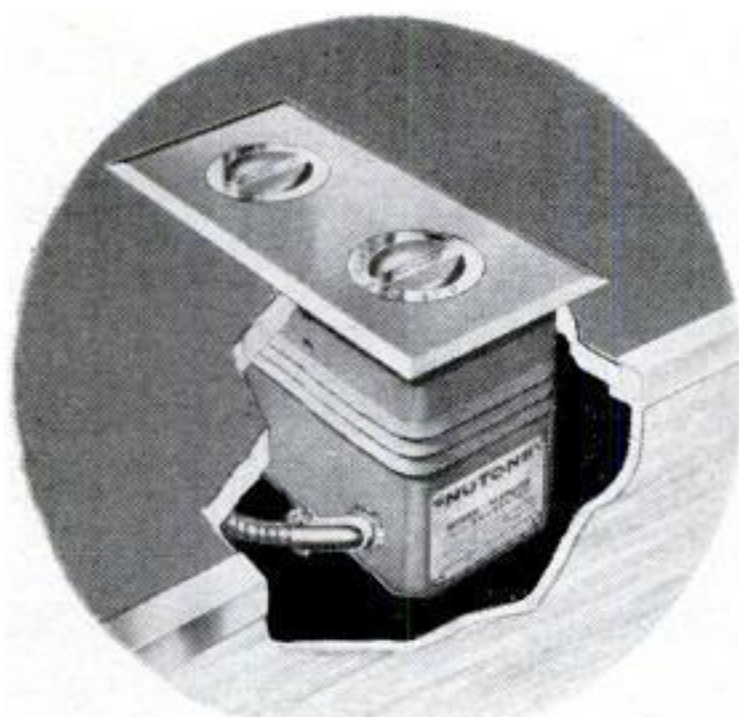
Builders, Architects and Homemakers are saying that our new NuTone Food Center is the last word for modern kitchens. What a wonderful addition to your own home . . . and can you think of receiving or giving a more exciting Holiday gift!

Easy to install below any kitchen counter

You can install the NuTone Food Center anywhere, over a drawer, in a corner or other counter space. Simply insert motor into counter top and connect to 115-Volt AC wiring. See cutaway photo →

The powerful NuTone motor unit is concealed . . . leaving your counter work space smooth and tidy. The stainless steel control plate has a recessed switch and power drive with many speeds . . . 6 for high speed Blending and 6 for powerful Mixing.

It's fully guaranteed by NuTone . . . famous for over 20 years in millions of American homes. Already tested in over 30,000 homes and approved by food editors of the nation's leading magazines.



U. S. & Foreign Patents Pending.

- It's a large 3½ qt. Mixer. Anodized featherweight bowl is turned by motor to prevent "dead spots". Large single beater does work of 2 or 3 — and is easier to clean. Prepares whipped potatoes, cakes, pies and many other delicious mealtime treats.
- It's a Food Blender with 6 speeds. Extra sharp stainless steel blades, safety-sealed. Triangular shape is easy to hold and does faster blending, grating, and liquefying. Lightweight plastic is break-resistant. Rubber lid has funnel insert.
- It's also an Electric Knife Sharpener with flexible discs which safely sharpen the finest of blades.
- It's a Fruit Juicer with a large capacity of up to ten glasses, enough for the whole family.

BUILT-IN Model #200

Combination Mixer and 6-speed Blender, plus Knife Sharpener. Ready to install in any counter.
Fruit Juicer Extra \$3.95

See it in Model Homes of the best Builders in your neighborhood. Available at Department Stores, Sears Roebuck & Co. (Kitchen Dept.), Electrical Appliance and Kitchen Modernization Dealers.

TABLE Model #153

Combination Mixer and 6-speed Blender. Plugs into any electric wall socket.
Sharpener Extra \$4.95 — Juicer \$3.95

Your nearest NuTone Dealer will be glad to show you how this Table Model Combination Food Center can save money . . . save time . . . and save storage! Here's a wonderful gift for any homemaker!



NU-TONE ...  **Food Centers**  **Exhaust Fans**
FOR ALL FOOD PREPARATION FOR FRESH AIR IN KITCHENS

 **Door Chimes**
CHEERFUL EARFUL AT THE DOOR

 **Ceiling Heaters**
FOR TOASTY-WARM BATHROOMS

 **Range Hoods**
FOR EVERY MODERN KITCHEN

Write for FREE color folders or.. Send 10¢ for 48-page Recipe & Instruction Book. NuTone, Inc., Dept. L, Cincinnati 27, Ohio



"Who'd believe I was ever embarrassed by Pimples!"



New! Clearasil Medication

'STARVES' PIMPLES

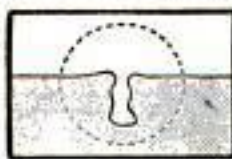
SKIN-COLORED . . . hides pimples while it works.

At last! Science discovers a new-type medication especially for pimples, *that really works*. In skin specialists' tests on 202 patients, 9 out of every 10 cases were *completely cleared up* or definitely improved while using CLEARASIL.

CLEARASIL WORKS FAST TO MAKE PIMPLES DISAPPEAR



1. **PENETRATES PIMPLES** . . . keratolytic action softens and dissolves affected skin tissue . . . permits medication to penetrate down into any infected area.



2. **ISOLATES PIMPLES** . . . antiseptic action of this new-type medication stops growth of bacteria that can cause and spread pimples.



3. **'STARVES' PIMPLES** . . . CLEARASIL's famous dry-up action 'starves' pimples because it helps to remove the oils that pimples 'feed' on.

SKIN CREAMS CAN 'FEED' PIMPLES CLEARASIL 'STARVES' THEM

Oil in pores helps pimples grow and thrive. So oily skin creams can actually 'feed' pimples. Only an oil-absorbing medication . . . CLEARASIL helps dry up this oil, 'starves' pimples.

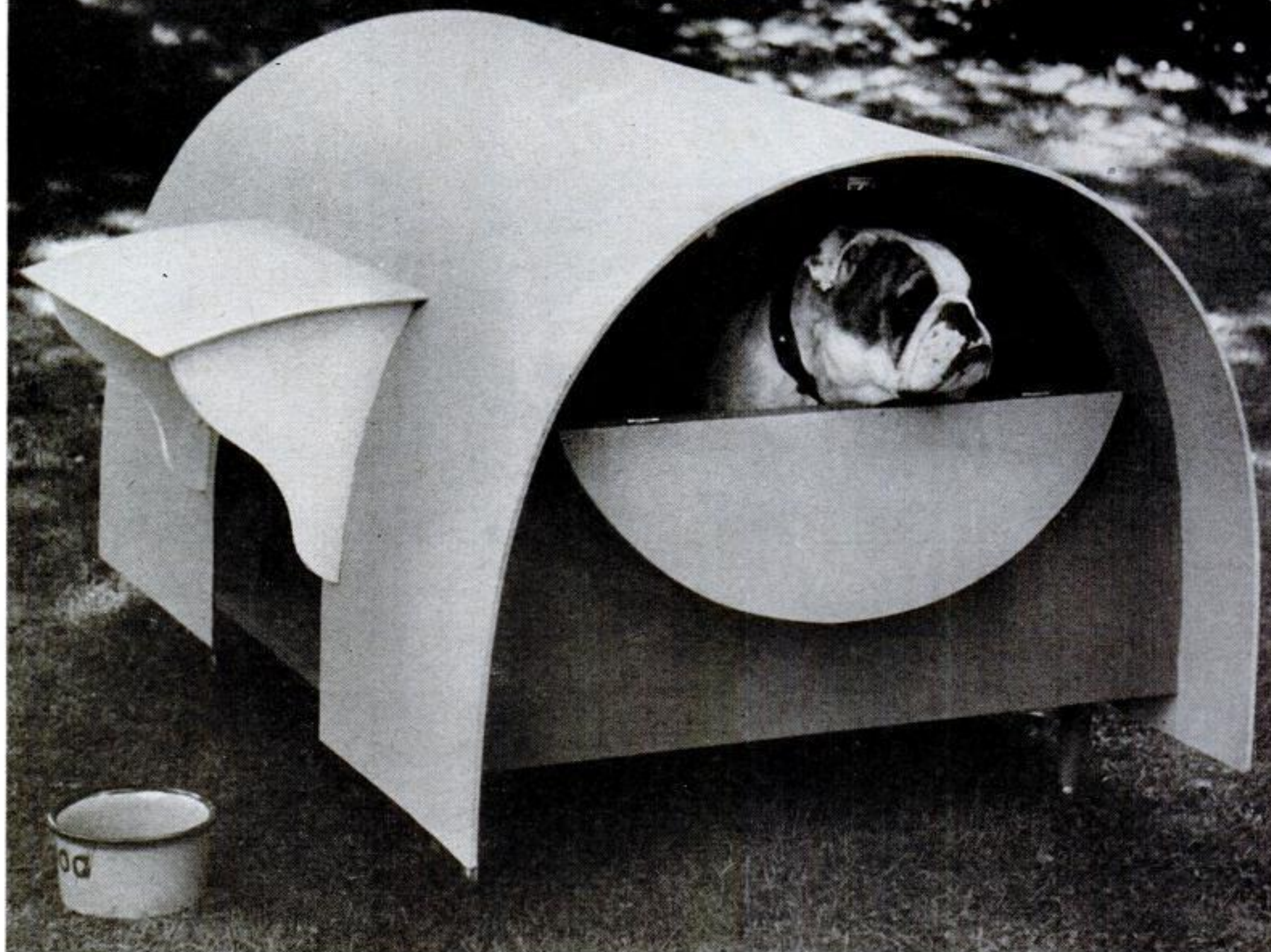
'FLOATS OUT' BLACKHEADS with penetrating medical action that softens and loosens them from underneath. Blackheads 'float out' with normal washing. So why suffer the misery of pimples or blackheads! CLEARASIL is guaranteed to work for you, as in doctors' tests, or money back. **Only 27¢** at all drug counters (economy size 98¢).



Largest-Selling Pimple Medication in America (including Canada)

SPECIAL OFFER: Send name, address and 15¢ in coin or stamps for generous trial size to Box 12MW, Eastco, Inc., White Plains, N. Y. Offer expires Dec. 15, 1956.

MODERN LIVING



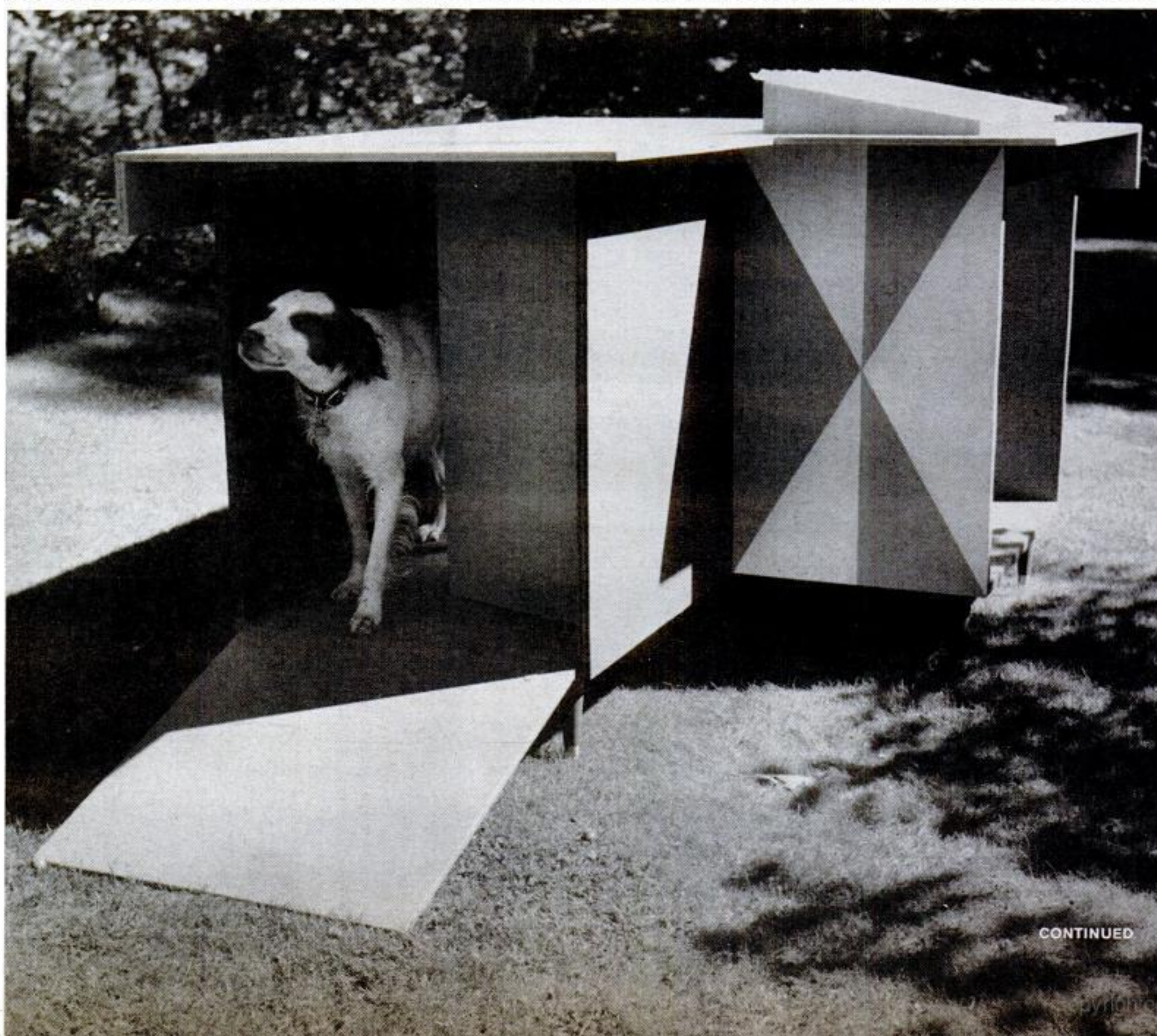
QUONSET HUT, MILITARY TYPE HOUSE FOR MILITANT-LOOKING ENGLISH BULL, HAS END FLAPS THAT CAN BE OPENED

De Luxe Dog Domiciles

Modern architects think that houses not only should meet the comfort requirements of the occupants but also take account of their personalities. Believing that dogs are entitled to the same consideration, the dog food division of the Carnation Co., Seattle, has designed a line of kennels suitable for varying climates and for canines of all temperaments and sizes.

Free for the asking, the company's assortment of blueprints includes simple do-it-yourself instructions for building de luxe doghouses out of easily available materials at a cost of from \$10 to \$25 each. The plans tell how to adapt the houses for hot or cold weather and also furnish three size specifications for each kennel—for small, medium and large dogs.

SUNSHINE HOUSE, HERE OCCUPIED BY BRITTANY SPANIEL, HAS LOUNGING PORCH (RIGHT) WITH TRANSLUCENT ROOF



CONTINUED





Fly, family, fly!

SCENIC NEW ENGLAND offers a wide variety of vacation pleasures. And it is simply one of hundreds of areas you can reach in only a few hours by air. The children are thrilled by air travel. Air travel is the fast, convenient, dependable way to go, and the reduced fares offered under family plans and by coach flights make it economical, too.

Add extra days to your vacation—go by Air!

You can go farther this year and enjoy more time when you get there because of the new faster airline schedules.

Nearly every spot in the whole wide world is easily reached when you travel by air. You will enjoy, too, the comfort of modern airliners. They are air-conditioned and dirt free. The attentive service will de-

light you and you may be pleasantly surprised at the modest cost.

This year, let air travel make your vacation dreams come true. Stop in at your nearest airline representative or travel agent and let him help plan your trip. He will be glad to show you how you can add pleasure and extra days to your vacation when you fly.



SPECTACULAR CARLSBAD CAVERNS, New Mexico's underground wonderland, is easily reached by airliner. From the West Coast, it takes only about 5 hours.



FAMOUS HOT SPRINGS, Arkansas, combines old and new to give a satisfying vacation for any family. By air, only about 5 hours, for instance, from Omaha.



BUSY, EXCITING CHICAGO, with all its never-ending attractions for sight-seers, is hub of a great airline network. From Atlanta or Washington, about 3 hours.



FASCINATING SEATTLE and the Pacific Northwest should be high on the vacationist's list. Less than 4 hours from Los Angeles or Boise, for example.

UNITED AIRCRAFT CORPORATION East Hartford, Conn. • In Canada: Canadian Pratt & Whitney Aircraft Co., Ltd.

Designers and builders of PRATT & WHITNEY AIRCRAFT engines, HAMILTON STANDARD propellers and aircraft equipment, and SIKORSKY AIRCRAFT helicopters for our armed forces and the finest airlines in the world.



OLD FITZGERALD IN THE NEW TWIN *Candlelight* DECANTER

With self-serving glass jigger . . .
and removable golden candelabra

The best of the new . . . In Walter Landor's
Inspired new design, a decorator's delight!
The best of the old . . . In the unique flavor
of Bonded OLD FITZ, oak-ripened the original
Kentucky sour mash way. Buy it, give it,
serve it, with satisfaction . . .
THE FINAL CHOICE OF MATURE TASTES.

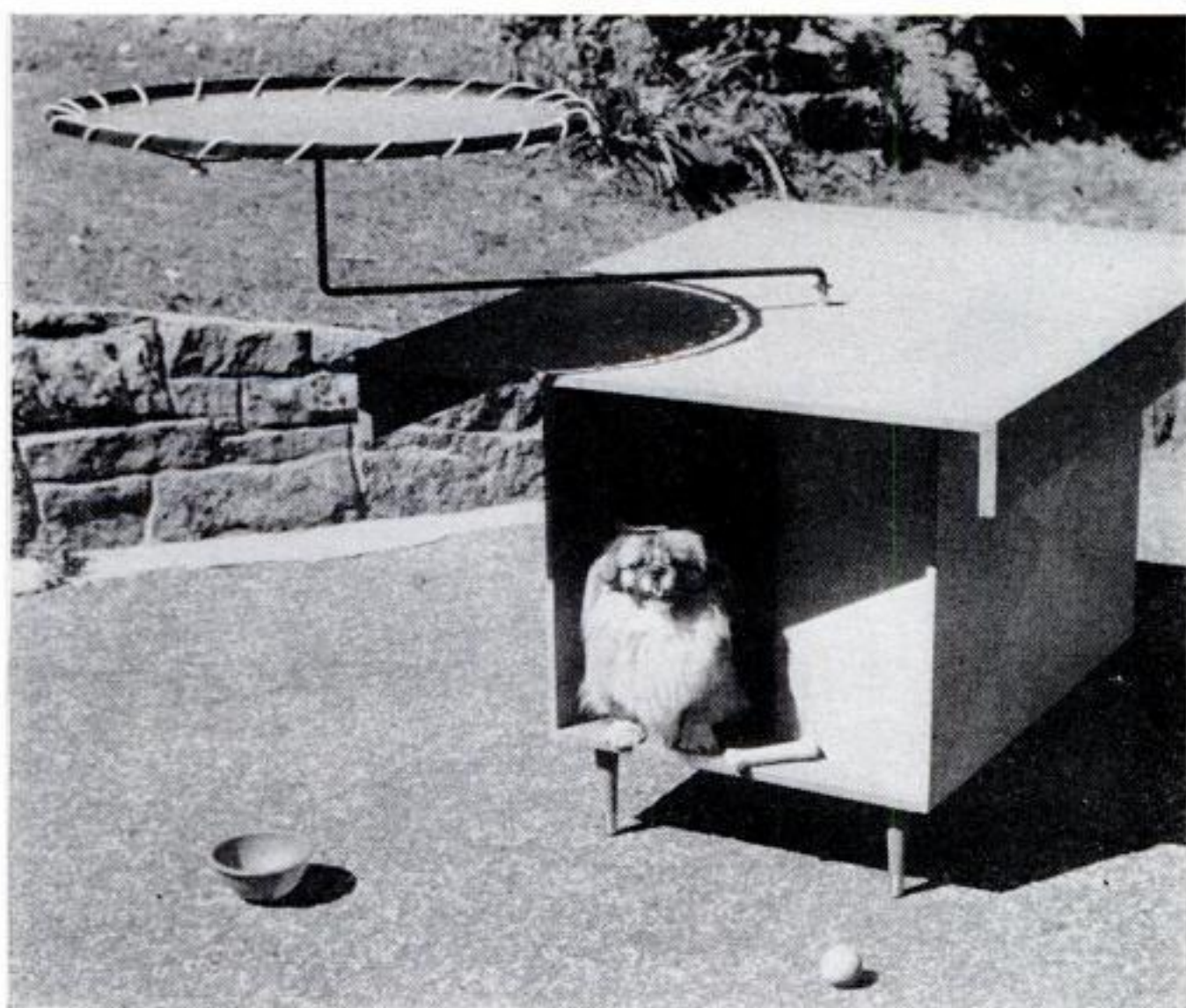


Same whiskey, same price, as year-round fifth

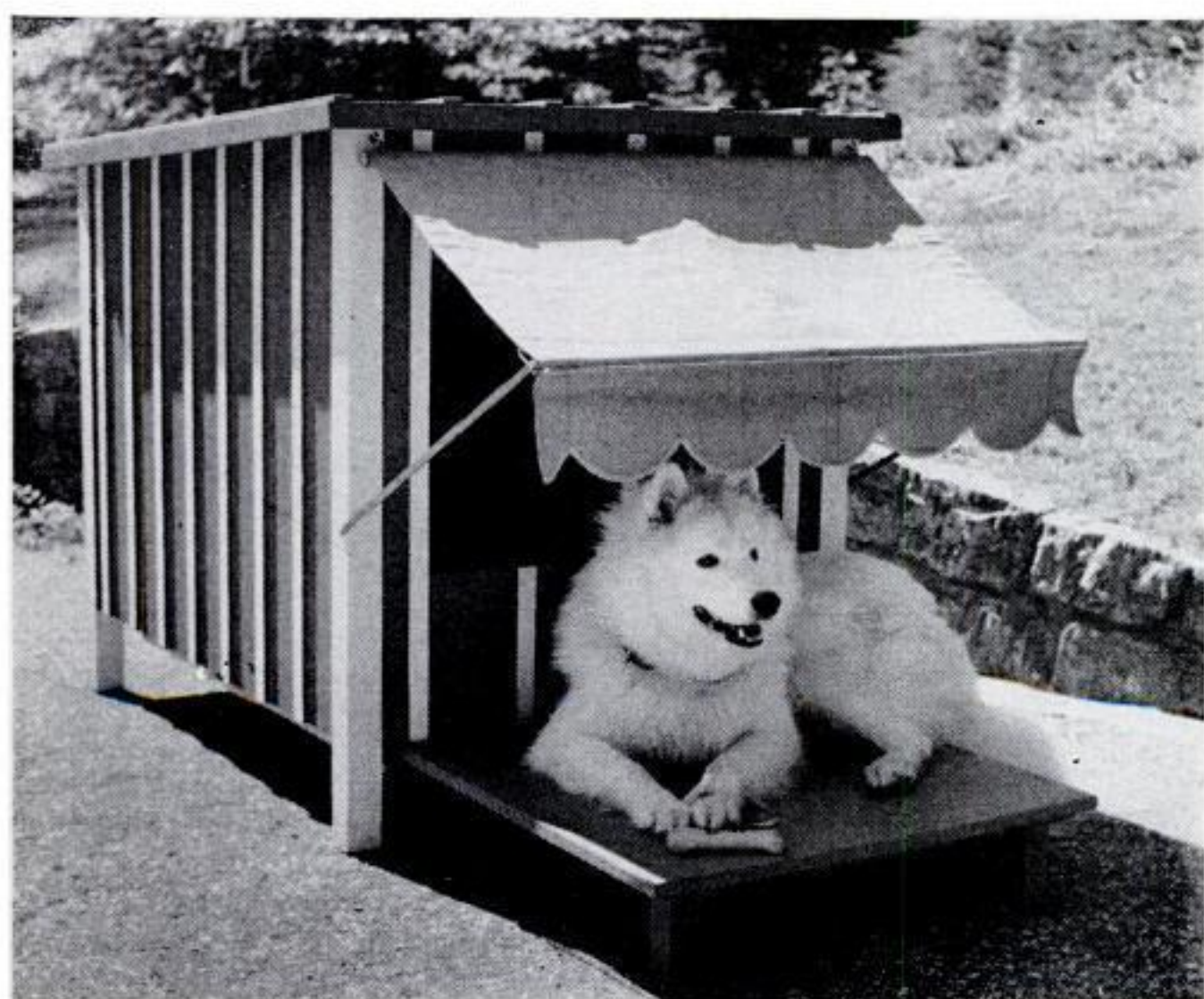
SIX YEARS OLD • KENTUCKY STRAIGHT BOURBON WHISKEY • ALWAYS BONDED 100 PROOF • STITZEL-WELLER DISTILLERY • ESTABLISHED LOUISVILLE, KENTUCKY, 1849



SENTRY BOX, patterned after booths outside Buckingham Palace, suits personalities of dogs that take guard duty seriously. This is a Norwich terrier.



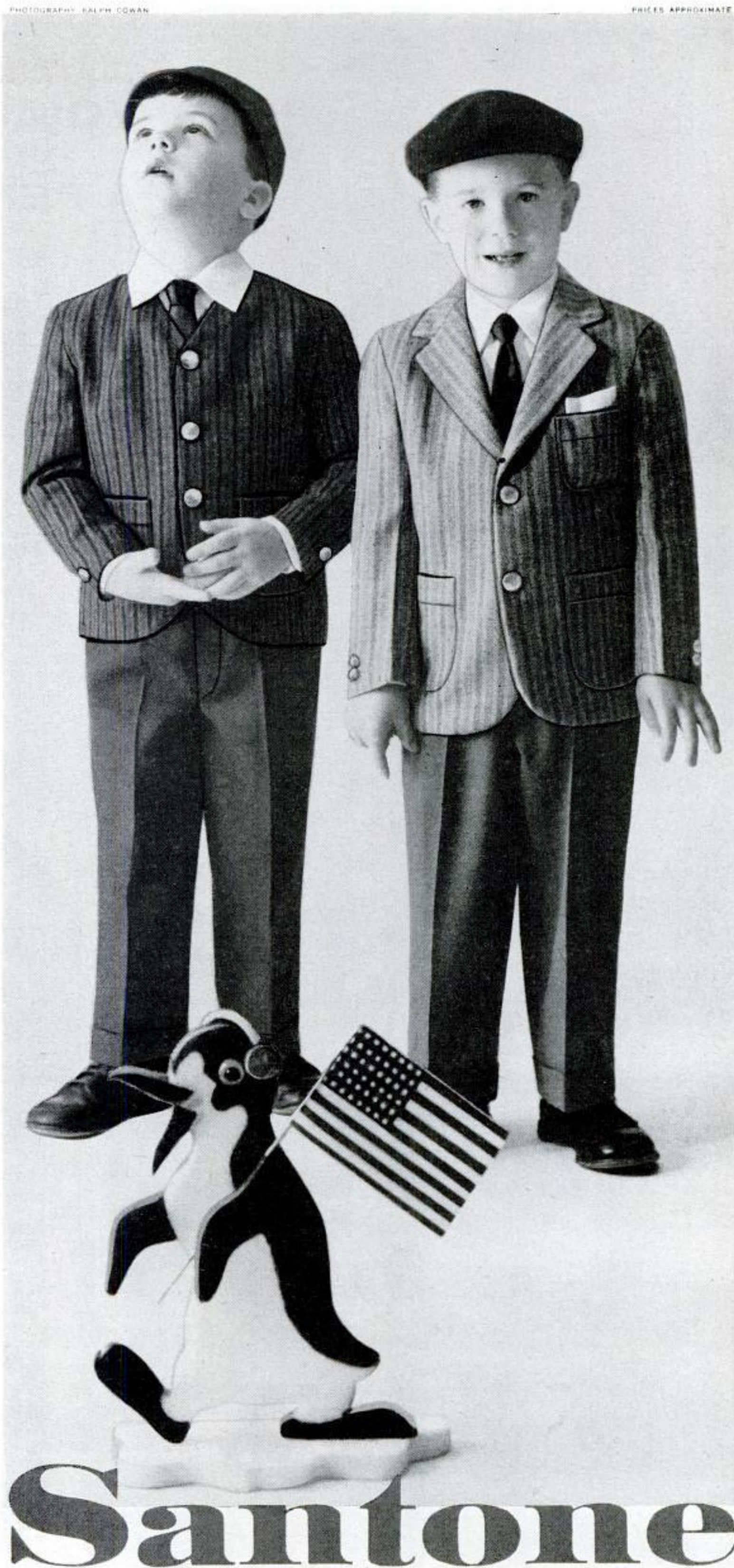
SUMMER HOUSE, which will keep long-haired Pekinese cool, has a movable umbrella and wide eaves for shade. Roof of this doghouse is removable.



ALL-WEATHER KENNEL, here occupied by White Samoyed, has terrace that can be pushed under floor. Houses can be heated by 50-watt light bulb.

PHOTOGRAPHY RALPH COWAN

PRICES APPROXIMATE



Santone

outfits little america in the new manner

Santone takes special pride in making your baby a little boy! Soft, fine wools; boy-becoming versions of grown-up colors. Trim, comfortable fit to put him at ease. Mannish details with which he is pleased and proud. The Santone Manner gives your son taste and discrimination, poise and self-confidence he never outgrows! See this new trend, 9 months to size 16, in the little america collection. At leading stores everywhere—or write us for nearest dealer.

Eton Suit \$10.98; Shirt \$2.69; Sport Coat \$9.98; Slacks \$4.98; Shirt \$2.69.

Santone® by Juvenile • 327C N. Flores St., San Antonio • also New York • Los Angeles • Chicago • Dallas

**SIX DAYS
TO SAVE!**

MONDAY • TUESDAY
WEDNESDAY • THURSDAY
FRIDAY • SATURDAY

**OCT. 15
THROUGH
OCT. 20**

**YOU GET TWICE AS MUCH FOR
A PENNY MORE AT YOUR REXALL**

REXALL 1¢



Reg. 39¢
2 for 40¢
REXALL ADHESIVE TAPE, water-proof. 1/2" x 10-yd. roll, white.



Reg. \$1.19
2 for \$1.20
DELUXE CHRISTMAS CARDS. 20 large cards and envs. Or new "Tall" cards, 18 with envs., box, reg. 69¢, 2 for 70¢



Reg. 89¢
2 for 90¢

MI-31 MOUTH WASH, breath deodorant, gargle. Pint bottles, **MI-31 THROAT TABLETS**, 24, reg. 30¢, now... 2 for 31¢



Reg. 69¢
2 for 70¢

REXALL RUBBING ALCOHOL, quick relief for sore, aching muscles due to over-exertion. Refreshing, stimulating, soothing. Full pint bottles.



Reg. 54¢
2 for 55¢

REXALL ASPIRIN, 100, 5-grain. Or bottles of 36, 2 for 28¢; or children's, 1-grain, 50... 2 for 36¢



Reg. \$3.10
2 for \$3.11

ONE PANOVITE capsule gives more than minimum daily requirement of vitamins A, D, B₁, B₂ and C, plus B₁₂, others. 100 capsules.

EXTRA "SURPRISE" BUYS DURING



1. REXALL'S NEW FLUORIDE TOOTH PASTE. Now you can fight tooth decay 2 ways—with enamel-hardening fluoride and anti-enzyme! Three 3 1/4-oz. tubes, \$1.47 value... 3 for 99¢
2. REXALL PLASTIC QUIK-BANDS, plain or mercurochrome. 33, regularly 39¢, now 27¢
3. CLIFTON FEVER THERMOMETER, oral or rectal. Each, regularly \$1.50, now only... 77¢
4. REXALL BABY OIL, 6 oz., 57¢ val., 2 for 58¢
5. REXALL BABY CREAM, 2 oz., 57¢ val., 2 for 58¢
6. REXALL BABY LOTION. Squeeze-bottle, 69¢ value, 2 for 70¢; or reg. bottle 57¢, 2 for 58¢
7. REXALL BABY TALC, 9 oz., 63¢ val., 2 for 64¢
8. REXALL BORIC ACID OINTMENT, 2 oz., 45¢ value, 2 for 46¢; 1 oz., 31¢ value, 2 for 32¢
9. DENTAL FLOSS, 100-yd., 75¢ value, 2 for 76¢
10. OAKGRAIN WRITING PAPER, white, matching puffed envelopes. Big box of 60 sheets, 30 envelopes, a \$2.50 value, now only... 98¢
11. PLUSH CUDDLE BEAR is more than a foot tall, brown and tan, ever so soft, with moving eyes and a vinyl snout! \$2.98 value... \$1.77
12. POODLE is huge, white and cuddly. Longpile, soft plush "fur." \$3.98 value, only \$2.88
13. MOTH FUME CRYSTALS, lb., 79¢ val., 2 for 80¢
14. AIR REFRESHER, 5-oz. Aerosol, 98¢, 2 for 99¢
15. REXALL ZINC OXIDE OINTMENT, 2 oz., 45¢ value, 2 for 46¢; 1 oz., 29¢ value... 2 for 30¢
16. BRIDGE CARDS, \$1.98, 2 double decks, \$1.99
17. PLAYING CARDS, single deck: bridge, pinochle or poker. Each, \$1.00 value, now... 2 for \$1.01
18. FILLER PAPER, pack, 50¢ value, now 2 for 79¢
19. MARY ALISS CHOCOLATES, assorted centers, hand-decorated with rich, dark or milk chocolate. Big 2-lb. box, \$2.50 val., now \$1.59
20. CHOCOLATE CHERRIES, 29¢ value, 2 for 43¢
21. CHOCOLATE CREAMS, 39¢ value... 2 for 69¢
22. CREAM PATTIES covered with rich, dark chocolate. 7-ounce box, 49¢ value, now... 2 for 76¢
23. OLD-FASHION HONEY & HOREHOUND drops, full pound package, a 49¢ value, 2 for 66¢
24. CHRISTMAS STOCKING, chockful of hard candy and toys. A 59¢ value, now 2 for 85¢
25. HARD CANDIES, 9 1/4 oz., 39¢ value, 2 for 66¢
26. BAG O' 30 JUMBO POPS, 29¢ val., 2 for 51¢
27. CLUSTER OF 6 POPS, 10¢ val., now 2 for 12¢
28. \$50,000 CHOCOLATE SYRUP, fine as money can buy. 7-oz. tin, 23¢ value, now... 2 for 29¢

EVERY REXALL DRUG PRODUCT IS GUARANTEED TO GIVE SATISFACTION, OR MONEY BACK

**EVERY ITEM IN THIS SALE IS
REGULAR, GUARANTEED MERCHANDISE**

Only increased volume lets your Rexall druggist offer these big savings. Use this ad as your shopping list. Order in advance if you wish, and pick up your order during the sale.

DRUG STORE

SALE



STATIONERY SPECIALS. Distinctive White Vellum, Parchment Bond, White Morocco or Devon Crash.



BATH POWDER BUYS. Choose your favorite fragrance: Adrienne, Lavender or Garden Spice—all delightful powders in attractive boxes.



GLYCERIN SUPPOSITORIES. Adult's or child's. Jars of 12.



REXALL READY-SHAVE; or Lavender Aerated Shave Cream, regular or mentholated. 10-oz. Aerosols.



KLENZO TOOTHBRUSHES. Choose from 5 medically approved styles. **CHILD'S.** 25¢... 2 for 26¢

REXALL REMEDIES



- 1. **REXALL MONACET APC** combines aspirin, phenacetin and caffeine for fast, prolonged relief of headache and cold discomforts. Bottle of 100 tablets, regularly 79¢, 2 for 80¢; bottle of 25 tablets, regularly 33¢, 2 for 34¢
- 2. **REXALL EYELO EYE WASH.** Soothing as natural tears when your eyes are weary, strained or irritated. 1/2-pint bottle with free plastic eyecup, regularly 79¢, now 2 for 80¢
- REXALL EYE DROPS** in 1-ounce bottle with dropper included. Reg. 43¢, now 2 for 44¢
- REXALL BEEF, WINE & IRON TONIC** stimulates appetite, tends to increase red blood cells. Pint, regularly \$1.69, now 2 for \$1.70
- REXALL CHLOROPHYLL MOUTH WASH** sweetens breath. Full pint, reg. 79¢, now 2 for 80¢
- REXALL HYGIENIC POWDER** makes soothing, cleansing wash. 6 oz., regularly 89¢, 2 for 90¢
- REXALL REX-EMÉ POWDER.** First aid dressing. 3-oz. shaker-top can, reg. 59¢, 2 for 60¢
- REXALL CORN SOLVENT** for painless corn and callus removal. 1/2 oz., reg. 39¢, 2 for 40¢
- REXALL FOOT POWDER.** Relieves burning and smarting; absorbs perspiration. 4-oz. handy dispenser, regularly 39¢, now 2 for 40¢
- REXALL LITTLE PILLS.** Gentle action for relief of constipation, headache and biliousness. Bottle of 100, regularly 49¢, now 2 for 50¢
- REXALL LIP AID SALVE** relieves dryness, cracking. 1/4-oz. tube, reg. 39¢, now 2 for 40¢
- REXALL REX-SALVINE** for burns. Soothes and gives fast relief; inhibits germ growth. 5-oz. Aerosol can, regularly \$1.39, now 2 for \$1.40
- REXALL TOOTHACHE DROPS,** large, 2 for 40¢
- REXALL MERCUROCHROME,** 1/2 oz., 2 for 26¢
- REXALL TINCTURE IODINE,** 1 oz., 33¢, 2 for 34¢
- REXALL LANOLIN,** 1-oz. tube, 33¢... 2 for 34¢
- REXALL CASTOR OIL,** 3 oz., reg. 49¢, 2 for 50¢
- REXALL HYDROGEN PEROXIDE,** 3%, 10 Volume, U.S.P. Pint, regularly 45¢, now 2 for 46¢
- REXALL SODA MINT TABLETS** soothe acid-upset stomach. 140, reg. 43¢, now 2 for 44¢
- REXALL SPIRITS OF AMMONIA.** Quick first aid for fainting. 1 oz., reg. 27¢, now 2 for 28¢



- 3. **KLENZO ANTISEPTIC** is Rexall's ruby-red mouthwash and gargle. Kills contacted germs in seconds. Has a refreshing, pleasant cinnamon flavor. Full pint, reg. 79¢, now 2 for 80¢
- 4. **REXALL PETROFOL** mineral oil laxative. Gentle action. Pint, reg. 59¢, now 2 for 60¢
- REXALL TINCTURE GREEN SOAP.** Excellent soap, shampoo, 1/2 pt., reg. 69¢... 2 for 70¢
- REXALL WITCH HAZEL.** Astringent and after-shave lotion. Pt., regularly 57¢, now 2 for 58¢
- REXALL CASCARA COMPOUND** (Hinkle Pills). Laxative. 100 tablets, reg. 59¢, now 2 for 60¢
- REXALL CASCARA SAGRADA TABLETS,** 5-gr. Bottle of 100, regularly 95¢, now 2 for 96¢

COLDS? COUGHS?



- 1. **REXALL REXILLANA.** Relieves dryness, tickling of coughs. 4 oz., reg. 59¢, 2 for 60¢
- 2. **REXALL ASPIREX COUGH DROPS** for minor throat irritation. Reg. 15¢, now... 2 for 16¢
- REXALL ASPIROIDS,** cold tablets. 36, 79¢, 2 for 80¢; with Antihistamine, 30, 98¢, 2 for 99¢
- REXALL CHERRY BARK COUGH SYRUP.** Relieves coughs due to colds. 1/2 pt., 98¢, 2 for 99¢
- REXALL MENTHOLATED WHITE PINE AND TAR COUGH SYRUP,** 1/2 pt., reg. 89¢, 2 for 90¢
- REXALL COLD SORE OINTMENT,** 1/8 oz., 49¢, 2 for 50¢; or Lotion, 1/4 oz., reg. 33¢, 2 for 34¢
- REXALL NOSE DROPS,** Aqueous, 1 oz., 2 for 50¢
- REXALL ANTIHISTAMINE,** 15 tablets, 2 for 50¢
- REXALL REX-RUB.** 6 oz., reg. \$1.00, 2 for \$1.01
- REXALL ALCO-REX RUB** for all rub-down purposes. Pint, regularly 49¢, now... 2 for 50¢
- REXALL ANALGESIC LIQUID** relieves sore aching muscles. 1 1/2 oz., reg. 69¢, 2 for 70¢; Analgesic Balm, 1 oz., reg. 65¢, now 2 for 66¢
- REXALL QUICKACTING PLASTER,** medicated to relieve minor muscular aches. 59¢, 2 for 60¢
- REXALL CAMPHORATED OIL,** 4 oz., 2 for 61¢
- REXALL SPIRITS OF CAMPHOR,** 1 oz., 2 for 40¢
- REXALL TINCTURE BENZOIN COMPOUND** is a steam inhalant. 1 oz., reg. 35¢, 2 for 36¢

BUYS FOR BABY



- 1. **REXALL STORK NURSER.** Complete feeding unit—8 oz. bottle with rubber cap that protects the nipple. You simply heat the bottle and remove the cap! Reg. 35¢, now 2 for 36¢
- 2. **REXALL COTTON BALLS.** 65 sterilized, absorbent balls to keep handy in nursery for countless uses. Regularly 39¢, now 2 for 40¢
- 3. **REXALL QUIK-SWABS.** Soft, flexible, cotton-tipped applicators all ready for delicate nursery needs like cleaning nostrils and ears. Sterile package of 100, reg. 35¢, now 2 for 36¢
- REXALL ASPIRIN, TINY TOT.** Don't guess with children! Give accurate dosage—just as the doctor ordered. Raspberry-flavored tablets that children like to take. Bottle of 100 half-grain tablets, regularly 35¢, now save at 2 for 36¢
- REXALL BABY COUGH SYRUP** quickly relieves coughs due to colds. Tastes pleasant to baby. 3-ounce bottle, regularly 39¢, now 2 for 40¢
- REXALL BABY TALC.** Purest white talc, delicately fragrant. Pound, reg. 79¢... 2 for 80¢
- REXALL CASTILE SOAP, Tiny Tot.** Pure, mild! Big, 3-oz. cake, regularly 19¢, now 2 for 20¢
- NYLON BOTTLE BRUSH.** Fine texture, long-lasting bristles on strong wire handles. Makes bottle cleaning easy! Regularly 29¢, 2 for 30¢
- BABY RATTLES.** Choice of many novel styles! Hand-decorated plastic in pastel colors and each ribbon-tied. Stock up now for gifts throughout the year! 25¢ each, now 2 for 26¢
- BABY BRUSH AND COMB SET.** Extra-soft white nylon bristles on brush. Comb matches brush back and handle. Reg. \$1.00, 2 for \$1.01

1¢ SALE WEEK

Not 1¢ sale items, but added by your Rexall Druggist as extra bonus-buys, so you can save even more while shopping in the 1¢ Sale.



- 8. **BABY DOLL** is really beautiful, and beautifully real. Her body is soft latex, her curly hair can be washed, her eyes move, her voice coos, she's fashionably dressed. More than 2 feet tall. \$6.00 value, a real buy for only... \$3.99
- 9. **ELECTREX HEATING PAD,** wet-proof, 3-speed, UL-approved. Green plaid flannel cover. Guaranteed. Reg. \$5.95; during sale-week \$3.88
- 10. **JEWELLED WRIST WATCH.** One for men; one for women. Men's is anti-magnetic, shock-protected, waterproof as long as case and crystal are intact; has luminous dial, stainless steel back, expansion band. Ladies' has non-tarnish yellow case with smart yellow expansion band. Each, a \$12.98 value, now... \$8.88
- GOLDEN WAND LINT BRUSH** removes lint, renews nap. In handy travel case... 2 for \$1.51
- 11. **REXALL MINERAL OIL** laxative. Quart, \$1.35 val., 2 for \$1.36; pint, 85¢ val., 2 for 86¢
- 12. **MULTIPLE TREE-LIGHT SET,** 7 lights, safety sockets. UL-approved. \$2.35 value... \$1.69
- BUBBLE LIGHT SET,** \$2.75 value, now \$1.79
- OUTDOOR** set has 15 lights, size C9 1/2; waterproof sealed sockets, 25-ft. cord, add-on plug. UL-approved. \$7.25 value, now... \$4.88
- REXALL EPSOM SALT,** lb. 49¢ val., 2 for 50¢
- REXALL CARICA-BILE TABLETS,** digestant-laxative. 100, \$1.17 value, now... 2 for \$1.18
- REX-SELTZER TABLETS,** 25, 58¢ val., 2 for 59¢
- REXALL MILK OF MAGNESIA TABLETS,** laxative-antacid. 36, 30¢ value, now... 2 for 31¢
- REXALL AGA-REX WITH PHENOLPHTHALEIN,** laxative. Full pint, \$1.10 value, now 2 for \$1.11
- 13. **MEDFORD FACIAL TISSUES,** big box of 300, strong, soft, white. Now... 2 for 39¢
- 14. **CANNON TURKISH TOWEL,** dry-fast. 20" x 40", lovely pastel colors. Now 2 for 99¢
- 15. **SPUNTEX NYLONS,** first quality, 51 gauge, 15 denier, choice of plain or dark seams. Each pair, \$1.09 value, now 2 pairs for only \$1.51
- STRETCH SOX.** For men, pair, 75¢ val., 2 pairs, \$1.09. For boys and girls, pair, 65¢ value, 2 pairs 99¢. Ladies' foot sox, 49¢, 2 pairs 61¢
- CANNON DISH CLOTH,** now save at 2 for 27¢
- CANNON WASH CLOTH,** stock up at 2 for 29¢
- CANNON DISH TOWEL,** buy now at 2 for 49¢
- FLASHLIGHT BATTERY,** Scout, 15¢, 2 for 21¢
- MAXIMUM NYLON COMBS,** 25¢... 2 for 26¢
- "8480" Nail Polish Remover,** 39¢ val., 2 for 40¢

STOCK UP AND SAVE FOR MONTHS TO COME—IN THE REXALL 1¢ SALE



**SIX DAYS
TO SAVE!**

MONDAY • TUESDAY
WEDNESDAY • THURSDAY
FRIDAY • SATURDAY

**OCT. 15
THROUGH
OCT. 20**



**GET TWO FOR THE PRICE OF ONE PLUS
A PENNY AT REXALL DRUG STORES
EVERYWHERE!**

REXALL 1¢ SALE

USE THIS AD AS YOUR SHOPPING LIST

Mark the square beside each item you want. Order in advance if you wish, and pick up your order during the 1¢ Sale.

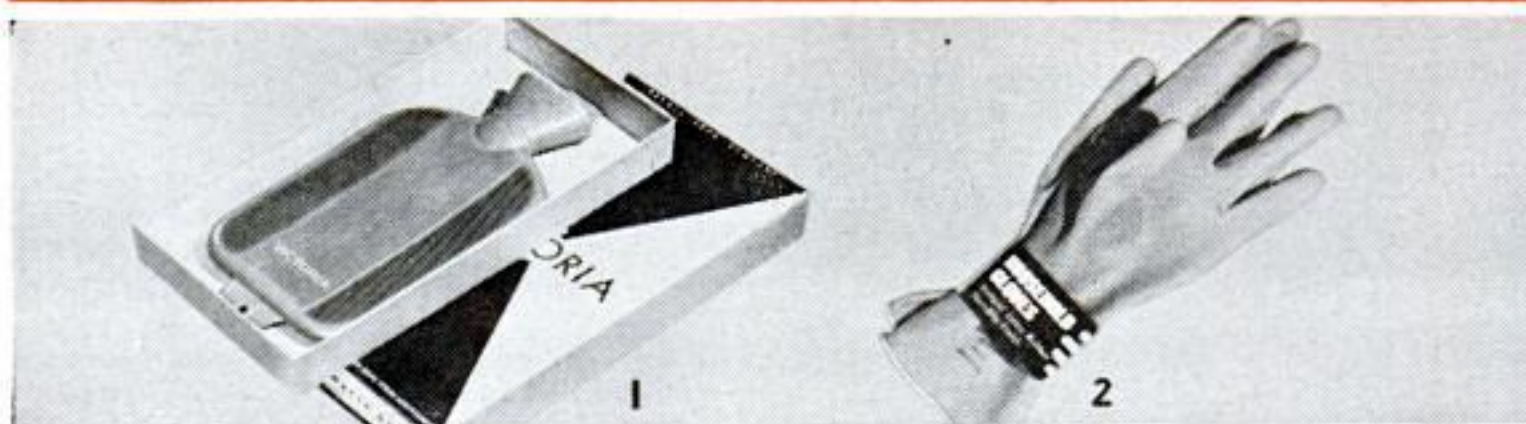
- ENVELOPES** Commercial, white. #6 3/4, jumbo pack, reg. 25¢, 2 for 26¢; #10, reg. 15¢, now 2 for 16¢; or #6 3/4 reg. pack, 10¢, now 2 for 11¢
- BOBBY PINS** Helen Cornell, black or bronze. Choose card of 24 regular or 18 rubber-tipped. Regularly 10¢ each. Stock up now at 2 for 11¢
- SAFETY PINS** Your choice of gilt or steel in assorted sizes including big diaper pins. Big bunches, regularly 10¢ each, now 2 for 11¢
- HAIR NETS** Helen Cornell. Choice of nylon mesh in regular or bob size, regular or extra-fine mesh. 6 shades, each regularly 10¢. . . 2 for 11¢
- CHRISTMAS GIFT PAPER** Cascade. 2-sheet pack, 20" x 30", exquisite designs. Regularly 15¢ 2 for 16¢
- INK TABLETS OR ENVELOPES** Elite Linen, note or letter size. Pack, regularly 25¢. . . 2 for 26¢
- REXALL MILK OF MAGNESIA** Relieves acid-upset stomach. Full pint, reg. 47¢. . . 2 for 48¢
- SACCHARIN** Rexall. 1000: 1 gr., 2 for \$1.50; 1/2 gr., 2 for \$1.27; 1/4 gr., 2 for \$1.09. 100: 1 gr., 2 for 56¢; 1/2 gr., 2 for 46¢; 1/4 gr., 2 for 36¢

CHRISTMAS WRAPS



- ☐ **CASCADE GIFT-WRAP PAPERS.** Big 20" x 30" sheets with exquisite designs, many with metallic glitter. Pack, reg. 25¢, now . . . 2 for 26¢
- ☐ **ALUMINUM FOIL,** embossed or designed in colors. 20"-wide roll, reg. 50¢, now . . . 2 for 51¢
- ☐ **RIBBON,** wide rayon, 39¢ spool, now 2 for 40¢
- ☐ **CURLING TIE RIBBON,** rayon. 1/2" wide, 50¢, 2 for 51¢. 3/8" wide, reg. 25¢, now . . . 2 for 26¢
- ☐ **SILVER-EMBOSSD SEALS, TAGS, FOLDERS** by Cascade. Each pack has 30 pieces including square and tall slim cards, tags and folders. Each pack, reg. 25¢, now . . . 2 for 26¢

HOME AND FAMILY NEEDS



- ☐ **1. VICTORIA HOT WATER BOTTLE** is finest quality red rubber, holds 2 quarts. Two-heat type (illustrated), reg. \$3.39, now 2 for \$3.40; single-heat bottle, regularly \$2.89, 2 for \$2.90
- ☐ **VICTORIA SYRINGE,** red rubber. Combination syringe, regularly \$3.79, now 2 for \$3.80; 2-quart fountain, regularly \$3.19. . . 2 for \$3.20
- ☐ **MEN'S HANDKERCHIEFS.** Pure, white Irish linen, 18" x 18", reg. 50¢ each, 2 for 51¢; white cotton, regularly 25¢ each, now . . . 2 for 26¢
- ☐ **RUBBER BANDS,** cello-bag, 25¢. . . 2 for 26¢
- ☐ **FLASHLIGHT,** 2 cell, chrome plated, 3-way switch. With bulb. Reg. 89¢, now . . . 2 for 90¢
- ☐ **ELKAYS AEROSOL MOTHPROOFER** is swift, sure. 12-ounce, reg. \$1.95, now . . . 2 for \$1.96
- ☐ **PLASTIC SHOWER CAP,** reg. 29¢. . . 2 for 30¢
- ☐ **2. COLUMBIA HOUSEHOLD GLOVES,** fine quality rubber. Pair, reg. 79¢, now 2 for 80¢
- ☐ **INDOOR AND OUTDOOR THERMOMETERS.** Easy to read. Each, reg. \$1.00. . . 2 for \$1.01

HOUSEHOLD HELPS

- ☐ **KLENZO "CELLULITE" SPONGE,** 35¢, 2 for 36¢
- ☐ **ELKAYS WICKSTYLE HOUSEHOLD DEODORANT** keeps air fresh. 6 oz., 59¢. . . 2 for 60¢
- ☐ **KITCHEN THERMOMETER SET,** Chaney Tru-Temp. Roast meat thermometer with skewer, plus combination candy and deep fat thermometer. Reg. \$1.79, but you get 2 for \$1.80
- ☐ **REX-RAY EXTENSION CORD,** 9' with 3-way outlet and lifetime plastic covered wire with extension. UL-approved. Reg. 79¢. . . 2 for 80¢

STATIONERY SAVINGS



- ☐ **1. STARDUST STATIONERY,** box of 36 sheets of white vellum and 24 matching puffed envelopes. 24 sheets have lovely, 2-color star design in upper corner. Box, reg. \$1.00, 2 for \$1.01
- ☐ **2. WHITE SPLENDOR,** box of 36 large, flat sheets and 24 envelopes. Distinctively watermarked. Box, regularly \$1.00, now 2 for \$1.01

BOXED STATIONERY

- ☐ **IMPERIAL GRANITE,** 48 sheets and 24 matching, puffed envelopes. Paper is heather-gray granite. Sheets have golden border on all sides. Box, regularly \$1.50. . . . 2 for \$1.51
- ☐ **TRADITION LINEN** is our finest gift box with 50 sheets of extra-heavy, white linen-finish paper, 30 envelopes in beautiful copper gift box. Regularly sells for \$1.50. Now 2 for \$1.51

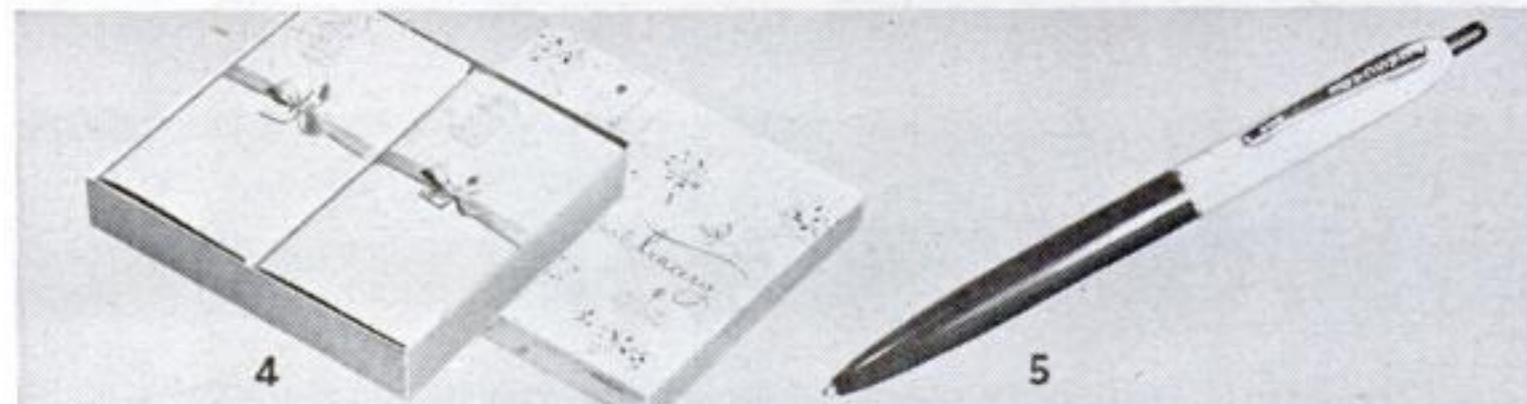
- ☐ **3. ELITE CRUSHED-RIPPLE POUND PAPER** or envelopes—new, white embossed paper!—50 large sheets or 50 matching envelopes, distinctively boxed. Each regularly 89¢, 2 for 90¢
- ☐ **WHITE VELLUM,** 18 folded notes, 18 envelopes. Rag content. Box, reg. 75¢. . . 2 for 76¢
- ☐ **FASHIONED LETTERS** box has 36 sheets of white vellum; 24 puffed envelopes with matching design. Regularly \$1.00, now . . . 2 for \$1.01
- ☐ **POSTSCRIPT** has 36 sheets, 24 puffed envelopes of uniquely tinted white paper with watermark. Box, regularly \$1.00. . . 2 for \$1.01
- ☐ **DIAMOND FLAIR** has a top-border design of diamond shapes in 3 colors. Box of 36 sheets, 24 envelopes regularly \$1.00, now 2 for \$1.01
- ☐ **TEXTURED WEAVE,** white pebble-finish, 36 sheets, 24 env's. Box, reg. \$1.00. . . 2 for \$1.01



- ☐ **3. COSTUME JEWELRY** with fine quality Austrian rhinestones, hand-set. Highly-polished rhodium finish. Necklace, \$3.00, 2 for \$3.01; beautiful bracelet, reg. \$2.00, now 2 for \$2.01; earrings, regularly \$1.00, now . . . 2 for \$1.01
- ☐ **4. PLASTIC BILLFOLDS** for men, women. Pass case, change purse. Each, reg. \$1, 2 for \$1.01

GIFT IDEAS

- ☐ **MEN'S CUFF LINKS.** Pair, reg. \$1. . . 2 for \$1.01
- ☐ **HAMILTON LEATHER WATCH STRAP** for men. Genuine pigskin and calfskin, stitched with nylon. Smart, sturdy. Reg. \$1.00, 2 for \$1.01
- ☐ **GOLD-PLATED KEY CHAIN.** Jewelry quality. Baked enamel design. Choose round, rectangular or square. Each, reg. 98¢. . . . 2 for 99¢
- ☐ **WINDPROOF LIGHTER,** chrome. Lifetime guarantee of service. Reg. \$1.98, now . . . 2 for \$1.99
- ☐ **WROUGHT IRON ASH TRAY** is smart, black, with brass cigarette-holder rod. Choose from four styles, each reg. \$1.00, now 2 for \$1.01
- ☐ **STAINLESS STEEL BOWLS** for individual soup, salad, cereal or popcorn servings. Mirror-finish outside. Reg. \$1.00 each, now 2 for \$1.01
- ☐ **REXALL NO. 6 PINE OIL DISINFECTANT,** full pint bottle, regularly \$1.19, now . . . 2 for \$1.20
- ☐ **OLIVE OIL,** 12-oz. Monreale, \$1.19, 2 for \$1.20
- ☐ **BALLOONS,** reg. 10¢ each, now . . . 2 for 11¢
- ☐ **DENTAL FLOSS,** 30-yd. vial, 25¢. . . . 2 for 26¢
- ☐ **DENTAL PLATE BRUSH,** Klenzo, 59¢, 2 for 60¢
- ☐ **DENTUREX ADHESIVE POWDER,** 79¢, 2 for 80¢



- ☐ **4. FLORAL TRACY** box has 20 slim-size, single-fold notes with embossed corner design; 20 puffed envelopes. Reg. \$1.00. . . 2 for \$1.01
- ☐ **FIELD AND FLOWERS NOTES,** French-folded, 4" x 5". 18 notes with 6 different designs by a famous artist, lithographed in 6 colors. 18 envelopes. Box, regularly \$1.00. . . 2 for \$1.01
- ☐ **LEAFLETES NOTES.** 18 French-fold, horizontal notes of white vellum and 18 matching, fully-puffed envelopes. Original, 4-color design. Box, regularly \$1.00, now . . . 2 for \$1.01
- ☐ **GAY AND MOODY,** 12 notes with clown characters, 12 envelopes. Reg. 60¢, now 2 for 61¢
- ☐ **SCENIC NOTES** have actual Kodachrome reproductions in 4 colors! 10 notes, 10 envelopes, four scenes per box. Reg. 60¢, 2 for 61¢

- ☐ **5. CASCADE DUO-COLOR BALL PEN,** top-button action, non-smear ink. Reg. \$1, 2 for \$1.01
- ☐ **CASCADE "ALL-IN-ONE" BALL PEN REFILL** fits over 150 ball pens. Reg. 49¢. . . 2 for 50¢
- ☐ **2-TONE FOUNTAIN PEN** with medium point, plastic carry-case. Regularly \$1.00, 2 for \$1.01

SCHOOL & DESK NEEDS

- ☐ **CASCADE LEAD PENCIL,** 5¢, now . . . 2 for 6¢
- ☐ **SPEEDLINES AIRMAIL.** 60 airmail sheets, 30 envelopes, air stickers. Reg. \$1.00, 2 for \$1.01
- ☐ **AIR MAIL TABLET,** reg. 25¢, now . . . 2 for 26¢
- ☐ **TYPEWRITER TABLET,** reg. 39¢, now 2 for 40¢
- ☐ **ALL-PURPOSE TABLET** for pencil or ball pen, 8" x 10", ruled. Regularly 39¢, now 2 for 40¢
- ☐ **"MAKE-A-NOTE" PAD,** reg. 39¢, now 2 for 40¢

EVERY ITEM IN THE 1¢ SALE IS REGULAR GUARANTEED REXALL MERCHANDISE

REXALL VITAMINS FOR THE WHOLE FAMILY



1. **REXALL COD LIVER OIL, HIGH POTENCY.** Contains more than twice the U.S.P. standard for Cod Liver Oil vitamin potency. 1 teaspoon provides 1½ times the minimum daily adult requirement of vitamins A and D to supplement the diets of children and expectant mothers; aids development of sound bones and teeth; promotes calcium absorption. Full pint bottle, regularly \$1.49, now 2 for \$1.50
2. **REXALL DICALCIUM PHOSPHATE** capsules provide calcium, phosphorus, vitamin D. Excellent for expectant and nursing mothers. Bottle of 100, regularly \$1.24, now 2 for \$1.25
3. **REXALL ALPHACAPS**, high-potency vitamin A. 50,000 U.S.P. unit strength supplies 12½ times MDAR*. Bottle of 100, reg. \$7.95, 2 for \$7.96; 25,000 U.S.P. supplies 6½ times MDAR. Bottle of 100, regularly \$4.00, now 2 for \$4.01
4. **REXALL ASCORBIC ACID**, vitamin C tablets. 250-mg. tablets supply 8½ times MDAR*. Bottle of 100, regularly \$4.09, now 2 for \$4.10; 100 mg., bottle of 100, \$1.98, now 2 for \$1.99; 50 mg. bottle of 100, reg. \$1.09, now 2 for \$1.10

B-COMPLEX VITAMINS

1. **REXALL THIAMINE HYDROCHLORIDE B₁**, therapeutic potency. 100-mg. tablets provide 100 times MDAR*. Bottle of 100, regularly \$7.98, 2 for \$7.99; 50-mg., 100, regularly \$4.59, now 2 for \$4.60; 25-mg., 100, regularly \$2.98, now 2 for \$2.99; 10-mg., reg. \$1.51, 2 for \$1.52
2. **REXALL VITAMIN B-COMPLEX CAPSULES** supply five important B-complex vitamins. Bottle of 100, regularly \$2.59, now 2 for \$2.60

3. **REXALL MINERALIZED B-COMPLEX** supplies red vitamin B₁₂; very high potency B₁ and B₂; nine B-complex vitamins, vitamin C, and eleven minerals plus iron. Just 1 tablet supplies 15 times the minimum daily adult requirement of vitamin B₁, 3 times MDAR* of B₂, twice MDAR of iron, 1½ times MDAR of iodine, 100% MDAR vitamin C, plus yeast and liver. Bottle of 100, regularly \$5.95, 2 for \$5.96
4. **REXALL BREWER'S YEAST TABLETS** are a natural source of vitamins B₁ and B₂ at low cost. Big bottle of 250, reg. 98¢, now 2 for 99¢
5. **REXALL VITAMIN B₁₂**, Bottle of 100 10-mcg. tablets, regularly \$2.30, 2 for \$2.31; or 5-mcg. capsules, regularly \$1.20, now 2 for \$1.21
6. **REXALL BETA-CAPS** supply 5 B-complex vitamins at low cost. You get 1½ times MDAR* of vitamin B₁, MDAR of B₂, plus niacinamide, calcium pantothenate and vitamin B₆. Bottle of 100 capsules, reg. \$2.00, now 2 for \$2.01

VITAMINS FOR CHILDREN

1. **REXALL POLYDROPS** mix with the baby's formula; supply vitamins A, D₃, B₁, B₂, B₆, C, nicotinamide, and sodium pantothenate. 30 cc bottle, regularly \$2.09, now 2 for \$2.10
2. **REXALL PERCOCOD TABLETS**, "Vitamin Candy" for children. 2 good-tasting tablets a day supply 1¼ times the minimum requirement of vitamins A and D. Derived from natural cod liver oils. 110, reg. 98¢, now 2 for 99¢
3. **REXALL YEAST & IRON** tablets supply 7 times MDAR* of iron at low cost, plus vitamins B₁ and B₂. Bottle of 100, reg. 89¢, now 2 for 90¢

5. **REXALL POLYMULSION FOR CHILDREN** and infants. One teaspoon provides 100% or more of their daily requirement of vitamins A, D, B₁, B₂ and C. Pleasant orange flavor. Mix with fruit juice, milk or baby's formula. Full pint bottle, reg. \$3.59, now 2 for \$3.60; 4-ounce bottle, regularly \$1.15, now 2 for \$1.16
6. **REXALL POLYCAPS** for children. One capsule supplies the daily minimum requirement of all vitamins for children up to age 12: A, D, B₁, B₂, niacinamide and vitamin C. Box of 72 capsules, regularly \$1.98, now 2 for \$1.99

MULTIPLE VITAMINS

1. **REXALL MULTI-VITAMIN FORMULA V-10.** This excellent appetite stimulant supplies 5 times MDAR* iron, twice MDAR of vitamin B₁, and MDAR of vitamins A, D and B₂, plus true liver concentrate and red crystalline vitamin B₁₂. Recommended for convalescents. Full pint bottle, regularly \$1.98, now 2 for \$1.99
2. **REXALL A, B, D & G** capsules. 2 a day supply 1¼ MDAR* vitamin A, twice MDAR vitamin D, MDAR of B₁ and B₂, plus niacinamide. Bottle of 100, regularly \$1.59, now 2 for \$1.60
3. **REXALL PANOVITE WITH MINERALS** is similar to the Panovite multi-vitamin formula illustrated on page 1 (8 vitamins and red crystalline B₁₂) with 11 minerals added, including iron. 100 capsules, reg. \$4.95, now 2 for \$4.96
4. **REXALL THERAMINS** is a therapeutic formula which provides high-potency vitamins B₁, B₂, A, C and D. 100, regularly \$8.95, 2 for \$8.96

*MDAR: Minimum Daily Adult Requirement

BEAUTY BUYS



1. **ADRIENNE FACE POWDER.** Compressed or Regular. 4 shades, reg. \$1.00 each, 2 for \$1.01
2. **ADRIENNE INDELO LIPSTICK**, choice of 6 shades or Magic Red. Reg. \$1.00, 2 for \$1.01
3. **ADRIENNE "MAGIC TONE" LIQUID ROUGE.** Blends evenly. Regularly \$1.00, 2 for \$1.01
4. **ADRIENNE POWDER PUFFS.** Choose Velour, 3", 2 for 16¢; 4" in cellophane envelope, 2 for 26¢; or Compressed style, reg. 15¢, 2 for 16¢
5. **VIOLET CERATE CREAM**, 3 oz., \$1, 2 for \$1.01
6. **COCOA BUTTER STICK**, ¾ oz., 40¢, 2 for 41¢
7. **COLOGNE STICKS.** Choose Woodsy, Garden Spice or Lavender. Reg. \$1.25 each, 2 for \$1.26
8. **ILASOL HAND LOTION.** Non-sticky, fast-drying. ½-pt. bottle, reg. 89¢, now 2 for 90¢
9. **"8480" TWEEZER**, reg. 25¢, now 2 for 26¢

3. **REXALL THEATRICAL CLEANSING OR COLD CREAM.** 1 lb., \$1.25 each, 2 for \$1.26
 4. **ADRIENNE HAND CREAM**, \$1, 2 for \$1.01
- ### DEODORANTS
5. **DAINTY DEODORANT** stick, 1, 2 for \$1.01
 6. **DAINTY DEODORANT CREAM.** 49¢, 2 for 50¢
 7. **LAVENDER DEODORANT STICK**, \$1, 2 for \$1.01
 8. **DAINTY DEODORANT COLOGNE**, 2 for \$1.01
 9. **DAINTY MIST SPRAY DEODORANT**, 1½-oz. plastic squeeze-bottle. Reg. 75¢, now 2 for 76¢
 10. **DAINTY DEODORANT POWDER**, 60¢, 2 for 61¢
 11. **ADRIENNE DEODORANT LOTION.** Light, delicate fragrance. 2 oz., reg. \$1.00, 2 for \$1.01
 12. **MASCAL'S HAND CREAM.** 6¼-oz. jar, 2 for 99¢; or **HAND LOTION**, Pt., 98¢, now 2 for 99¢

6. **ATOMIZER.** Rich colors with 24K gold-plated trim. 4-oz. size, reg. \$3.00, now 2 for \$3.01; 2¼-oz., reg. \$1.50, now 2 for \$1.51
7. **REXALL COTTON SQUARES.** 40, 2 for 24¢
8. **ADRIENNE COLOGNES.** Woodsy, Floral or Exotic Essence. Reg. \$1.25 each, 2 for \$1.26
9. **GARDEN SPICE COLOGNE** has a subtle, spicy fragrance. 4 oz., reg. \$1.50, now 2 for \$1.51
10. **HELEN CORNELL HAIR RINSE**, 98¢, 2 for 99¢
11. **HELEN CORNELL HAIR BANDEAU** keeps hair in place after shampoo. Reg. 39¢, now 2 for 40¢
12. **HELEN CORNELL WAVE NET**, 10¢, 2 for 11¢
13. **NYLON LACE HAIR NET**, reg. 49¢, now 2 for 50¢
14. **METALLIC HAIR NET**, reg. 19¢, now 2 for 20¢
15. **EMERY BOARDS.** Pack, reg. 15¢, now 2 for 16¢



8. **HELEN CORNELL SHAMPOO.** 4-oz. jar Cream Shampoo or 8-oz. bottle Liquid or Coconut Oil Shampoo. 98¢ each, now 2 for 99¢
9. **SEQUOIA PINE SOAP** with lanolin. Pine fragrance. Box of 3, regularly \$1.00, 2 for \$1.01
10. **ADRIENNE ROSE GERANIUM SOAP** with lanolin. Box of 3 cakes, reg. \$1.00, 2 for \$1.01
11. **ADRIENNE DRY SKIN SOAP** with lanolin. Extra mild. Box of 3 cakes, reg. \$1.00, 2 for \$1.01
12. **LAVENDER SOAP** with lanolin. Excellent for dry skin. Box of 3, reg. \$1.00, now 2 for \$1.01
13. **ADRIENNE CREAMS.** Choose 3½-oz. "All Purpose", 3-oz. Cold Cream; or 3¼-oz. Cleansing Cream. Regularly \$1.00 each, now 2 for \$1.01
14. **ADRIENNE LIQUID CLEANSING CREAM.** Has mild antiseptic. 6 oz. Reg. \$1.50, 2 for \$1.51

10. **ADRIENNE HAIR SPRAY** with lanolin. Big 11-oz. Aerosol, reg. \$1.89, now 2 for \$1.90
 11. **MAXIMUM HARD RUBBER COMBS.** Many styles. Reg. 29¢, 2 for 30¢; reg. 19¢, 2 for 20¢
- ### BRUSHES
12. **HAIR BRUSH.** 2 styles in colors for ladies and walnut club style for men. All have plastic bristles. Each, reg. \$1.00, now 2 for \$1.01
 13. **KLENZO HAIR BRUSH.** Professional style; firm nylon bristles. Each, reg. \$2.00, now 2 for \$2.01
 14. **KLENZO PURSE SIZE HAIR BRUSH.** Choice of colors; nylon bristles. Reg. \$1.00, 2 for \$1.01
 15. **KLENZO BATH BRUSH**, reg. \$2.00, 2 for \$2.01
 16. **HAND AND NAIL BRUSH.** \$1.00, now 2 for \$1.01
 17. **KLENZO COMPLEXION BRUSH.** Oval back, soft nylon bristles. Regularly \$1.20, 2 for \$1.01

13. **ADRIENNE PERFUMED BUBBLE BATH.** Box of 20 packets, regularly 75¢, now 2 for 76¢
14. **SEQUOIA PINE BATH OIL** softens water. 6-oz. bottle, regularly \$1.00, now 2 for \$1.01
15. **ADRIENNE HORMONE CREAM.** Contains 10,000 International Units of natural hormones per ounce. 2-oz. jar, \$1.50, 2 for \$1.51
16. **ADRIENNE LIQUID LANOLIN COMPOUND** for skin and hair. Reg. \$1.50, now 2 for \$1.51
17. **HYDROGEN PEROXIDE**, 6%, 4 oz., 2 for 24¢
18. **"8480" TALCUM.** Soft, fragrant, absorbent. 1-lb. shaker-top can, regularly 75¢, 2 for 76¢
19. **KLEARITE PLASTIC COMBS**, 10¢, now 2 for 11¢
20. **ADRIENNE CONTOUR COMBS**, 25¢, 2 for 26¢
21. **"8480" NAIL FILE**, 5-inch, reg. 25¢, now 2 for 26¢

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

MEN'S TOILETRIES



1. **REXALL SHAVING LOTION** cools, refreshes and helps prevent redness. 6-ounce bottle, regularly 59¢, now stock up at... 2 for 60¢
2. **LAVENDER MENTHOLATED SHAVE CREAM.** Choose 3½ oz. regular or 3¼ oz. brushless. Tube of either, regularly 59¢, now 2 for 60¢
3. **LAVENDER SHAVE LOTION** has subtle lavender fragrance. 4 oz., reg. \$1.00, now 2 for \$1.01
4. **REXALL SHAVING CREAM.** Choose 2¾ oz. lather or 2½ oz. brushless. Each, regularly 43¢ a tube. Stock up and save now at 2 for 44¢
5. **REXALL BAY RUM** conditions the scalp, combats dandruff. Made from the finest, imported and distilled oil of Bay leaves. Full pint bottle, regularly 65¢, now save at... 2 for 66¢
6. **KLENZO LATHER BRUSH** is cased with pure badger, firmly set in rubber. Has well-shaped handle. Regularly \$2.50, now 2 for \$2.51
7. **REXALL STYPTIC PENCIL** quickly closes tiny shave-cuts. Jumbo size in vial with tight top to keep it clean. Regularly 15¢, now 2 for 16¢
8. **REXALL HAIR OIL** is very lightly scented. 5-oz. bottle, regularly 49¢, now 2 for 50¢
9. **REXALL CREAM HAIR TONIC** contains lanolin to replace natural oils. Creamy consistency keeps hair neat without that "greasy" look. 5-ounce bottle, reg. 69¢, now 2 for 70¢
10. **LAVENDER CREAM HAIR TONIC** is lightly scented. 6 ounce, reg. 98¢, now 2 for 99¢
11. **REXALL ANTISEPTIC HAIR TONIC** helps remove loose dandruff. 5 oz., reg. 69¢, now 2 for 70¢
12. **REXALL SHAMPOO** is sudsy, quick, clean-rinsing. 5-oz. bottle, reg. 59¢, now 2 for 60¢
13. **KLENZO MILITARY HAIR BRUSH** has sturdy, white nylon bristles; new walnut-color plastic back. Regularly \$2.00, now 2 for \$2.01
14. **"8480" NAIL CLIPPER**, reg. 49¢, now 2 for 50¢
15. **POCKET COMB AND FILE.** 5" rubber comb, 4" file in leather case. Reg. 29¢, now 2 for 30¢

MEDICINE CHEST NEEDS



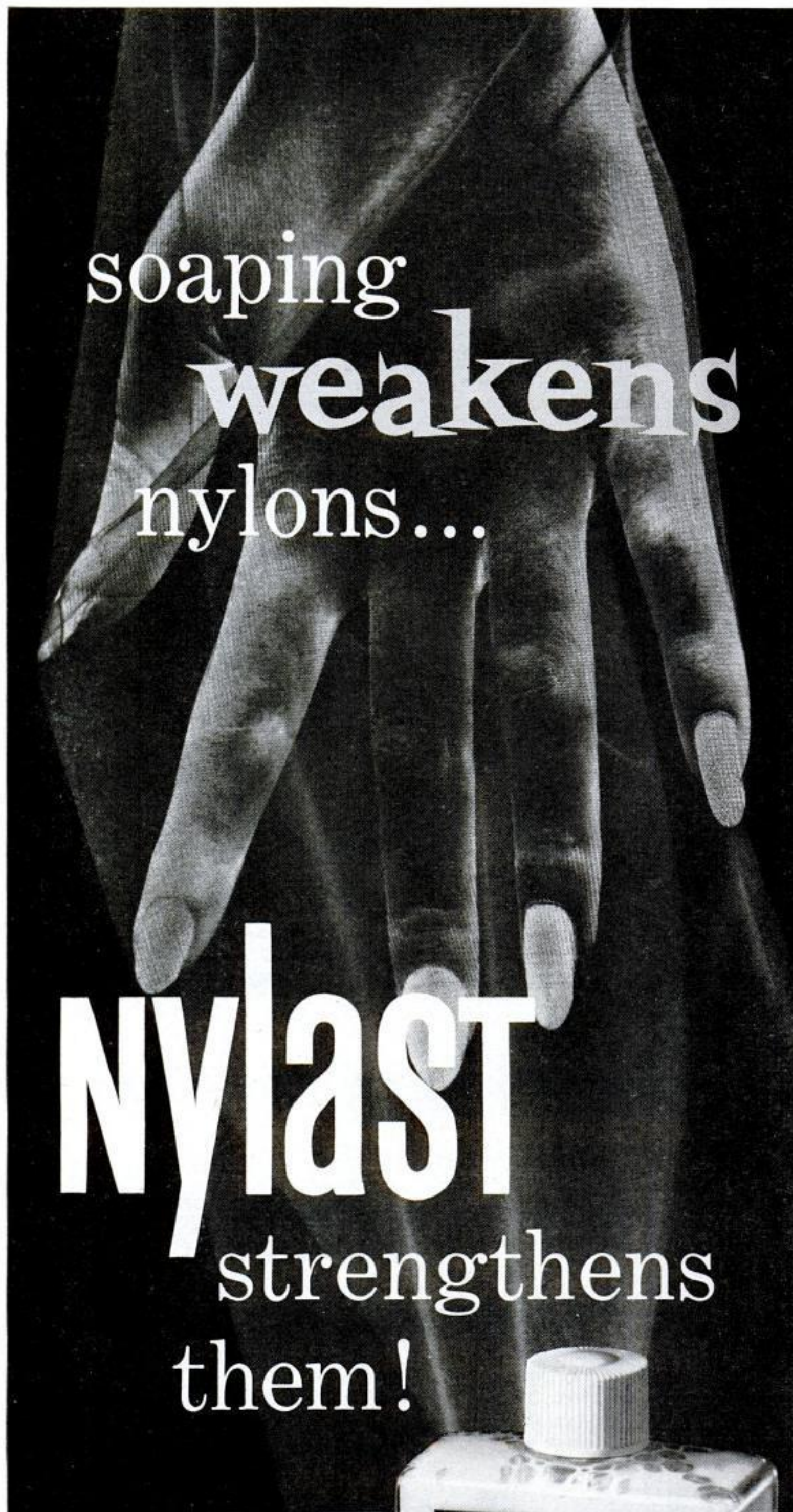
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PAGES
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Rexall
DRUG STORES



Yes, soaping your nylons actually weakens the nylon threads. Amazing new Nylast contains vital ingredients by DuPont that coat each thread with invisible protection against snags and runs.

Surveys show regular Nylast users average sixteen extra wearings. Get Nylast today at your favorite grocery or drug store.



nylast *washes and protects nylons!*

A product of Seeman Brothers, makers of Air Wick.

TELEVISION



MAX BAER THUMBS MAXIE ROSENBLOOM'S NOSE INTO HIS FACE DURING

DOFFING MITTS FOR

On CBS-TV this fall there are more pugs tossing cues in dramatic roles than there are tossing, or catching, punches in the ring. While ex-light-heavyweight Maxie Rosenbloom and ex-heavyweight champion Max Baer were sharpening lines for sock-and-buskin roles in drama (*above*), Rocky Marciano, the recently retired heavyweight champion, was rehearsing gags for an act with Red Skelton. Former middleweight

ROCKY MARCIANO GETS POINTERS FOR ROLE IN RED SKELTON'S COMEDY



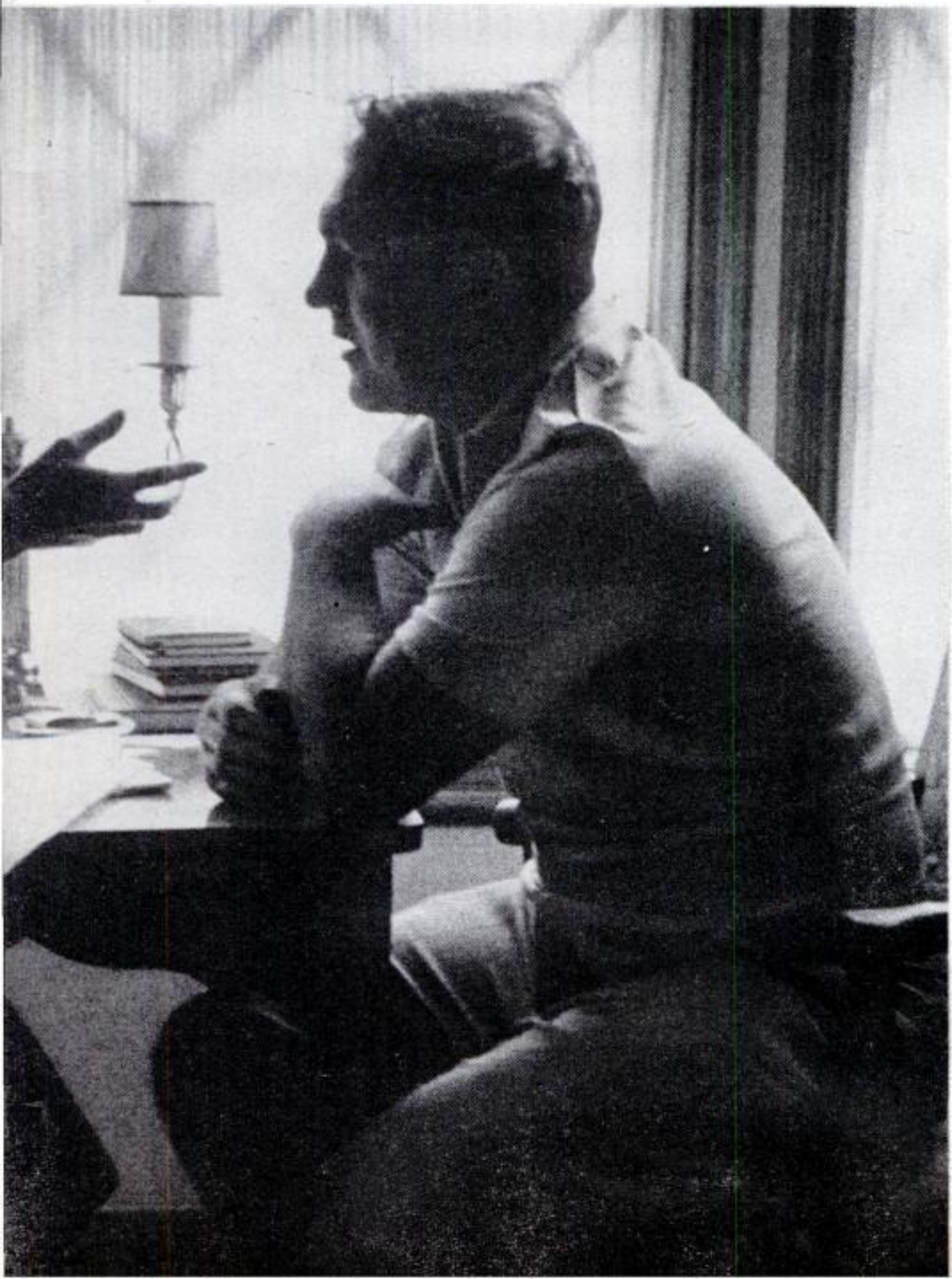


STUDIO REHEARSAL OF ROD SERLING'S "REQUIEM FOR A HEAVYWEIGHT"

SOCK AND BUSKIN

champion Rocky Graziano and Walter Cartier, once a middleweight contender, were in supporting dramatic roles on other programs. Still another ex-champion, Joe Louis, was a TV quiz show contestant. Given some helpful reading hints before he went on, Louis answered erudite questions about Cicero (he knew that Cicero died in 43 B.C. and had delivered orations called *Philippics*) and won about \$35,000.

SHOW FROM NATASHA LYTESS, MARILYN MONROE'S DRAMATIC COACH



When shipping was slow how the boss used to roar
He'd shatter the windows and splinter the door



Now he's patched up his shipping, he's found out at last
That **RAILWAY EXPRESS** is dependably fast!

The big difference is



Whether you're sending or receiving, whether your shipment is big or small, whether you're shipping here or abroad — always specify Railway Express. You'll find it makes *the big difference* in speed, economy, and safe, sure delivery. And now you can make fast, economical shipments via Railway Express Agency's new international air and surface connections. It's the complete shipping service, free enterprise at its best.

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Warning! FIREFLY magically turns you into a famous figure. To be admired by men...to be envied by women. The source of FIREFLY'S slimming power? Wings! Yes, FIREFLY features a wing-like spread of overlapping elastic that pulls in your tummy and hips. In at-play or dress-up clothes your figure emerges newly sleek, daring your audience to take notice. Small, medium, large. Girdle or panty 7.95. Write for name of store nearest you.

when men stare and women glare... thank

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Doffing Mitts CONTINUED



MIDDLEWEIGHT AS SAILOR, Rocky Graziano in scene for *Studio One* helps Joanne Woodward to her feet as Director Karl Genus watches scene.



MIDDLEWEIGHT AS SOLDIER, Walter Cartier (center) plays a foil to comic Phil Silvers (right) as Sergeant Bilko on *You'll Never Get Rich* series.



HEAVYWEIGHT AS QUIZ KID, Joe Louis, with wife's help, answers questions on politics and Cicero put by Dennis James (right) on *High Finance*.

"I'm 104"

...and arthritis can't stop me from enjoying life!"



This photo taken Aug. 1956

"I've no secret formula for living so long," said 104-year-old William Perry, San Francisco, Calif., to a reporter from INS, "but I've sure got a secret weapon to fight the pains of arthritis and sore muscles...It's Sloan's Liniment! Must be more than 70 years ago that I first used it. Tried a lot of new pain-relievers since, but never found one which eased my aches like Sloan's!" Today, Mr. Perry and millions of fellow-sufferers still use Sloan's. It's all heat-producing liniment — not diluted with alcohol. Penetrates full-strength . . . helps relieve the tormenting pains of rheumatism, arthritis, muscular soreness good and quick. Ask your doctor!

SLOAN'S

LINIMENT or BALM

CHASES PAIN

Relief for young folks from 10 to 110



I'm never without

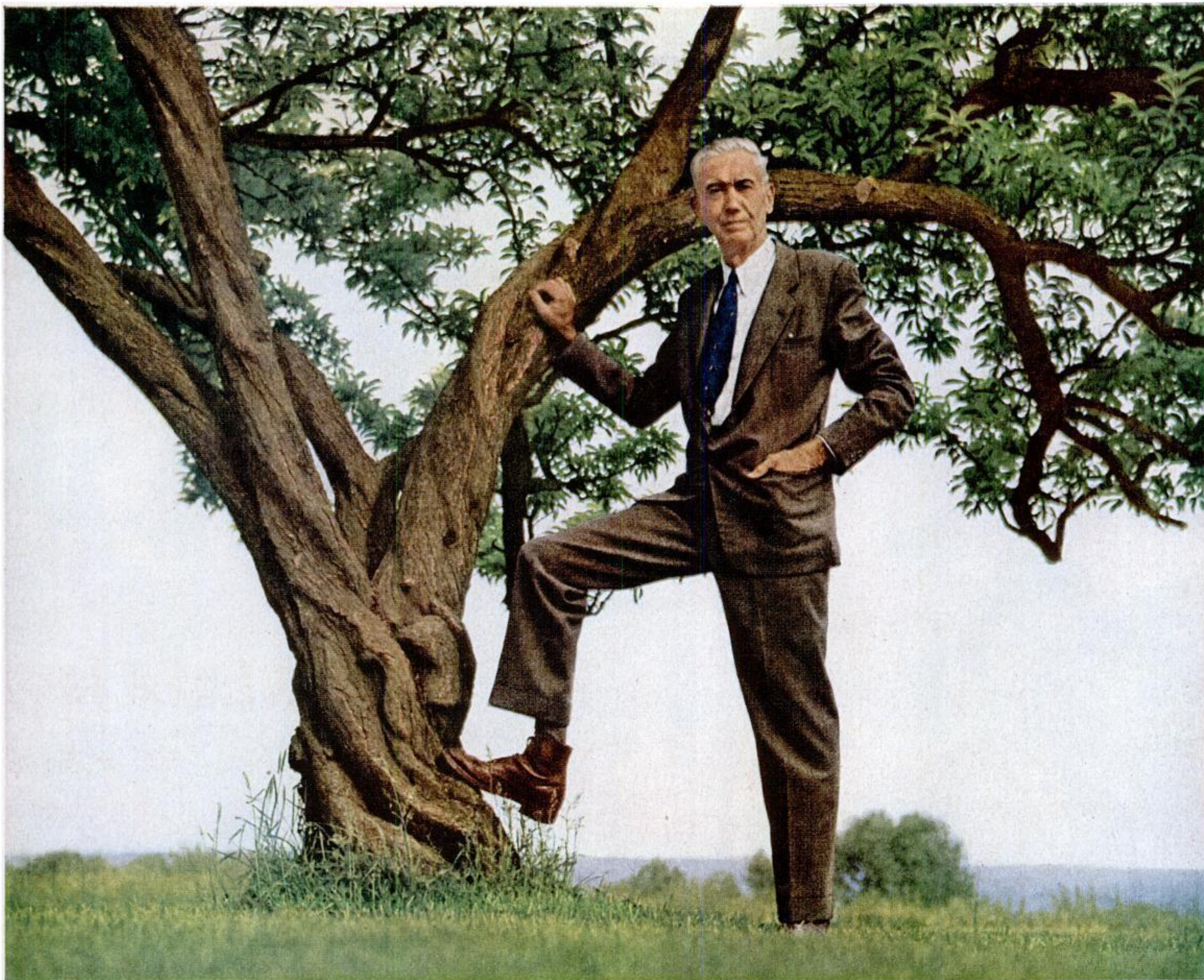
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Muriel cigars! Rolling in good taste. The mellow-mild happy cigar! Make MURIEL CIGARS the light of your day!



PERFECTOS 10¢

SENATORS BABIES 5¢



Col. Frank Thompson, U.S.A. (Ret.)—Chairman of the Board, Glenmore Distilleries

Colonel Thompson believes in fresh air . . .

"We don't believe in aging our Old Kentucky Tavern in artificially-heated warehouses—the way mass-produced whiskies are aged," says Col. Thompson.

"Our special warehouses breathe *fresh* air. It's costlier for us this way, because evaporation

steals more of our whiskey. But what's left has been so smoothed by 7 long years of Nature's *changes* in season that, in my opinion, it's the finest Bonded Bourbon made today.

"I'd like to have you try some. I do believe you'll find it remarkably good."



KENTUCKY STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 100 PROOF • BOTTLED-IN-BOND



Why it's good business

Did you know that for every line of business, there's a wool fabric specially qualified for the job?

For the action-packed career, wool gives you hale and hearty tweeds—the handsomest in the field. For the office executive, the man in conference, wool weaves into the most influential-looking worsteds—suave flannels that say the best about your taste.

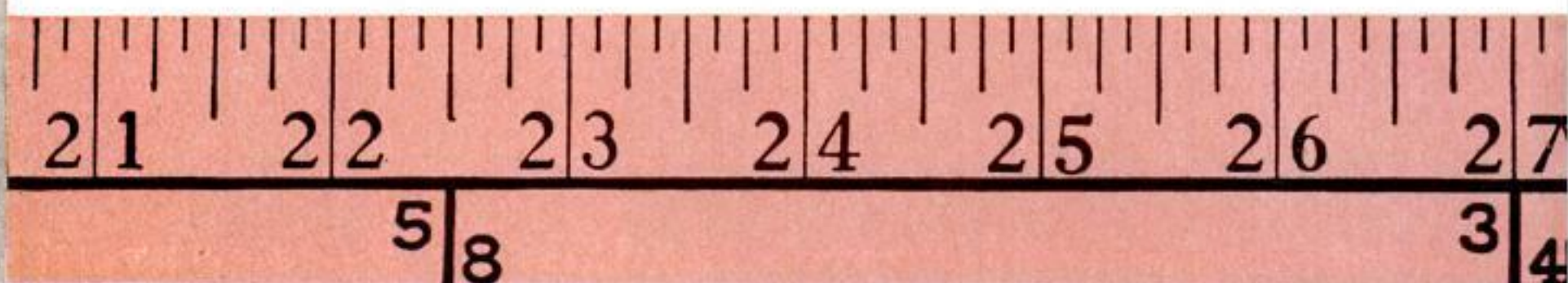
And, for making a good impression, what can match the distinctive way that wool tailors? What equals wool's ability to shed wrinkles . . . save pressing bills? For performance in any field—nothing succeeds like wool.



Off to make an important contact—he wears a town coat of distinctive herringbone wool. Behind its prestige look is unmatched weather protection. The natural crimp of the wool fiber creates millions of tiny insulators that shut out cold.



The man in pin stripe—conducts his business in plant or office. For the meetings on his docket, he chooses the impressive richness of pure worsted. He knows that wool will stay fresh, all day. Shown, new slim-line double-breasted suit.



nothing

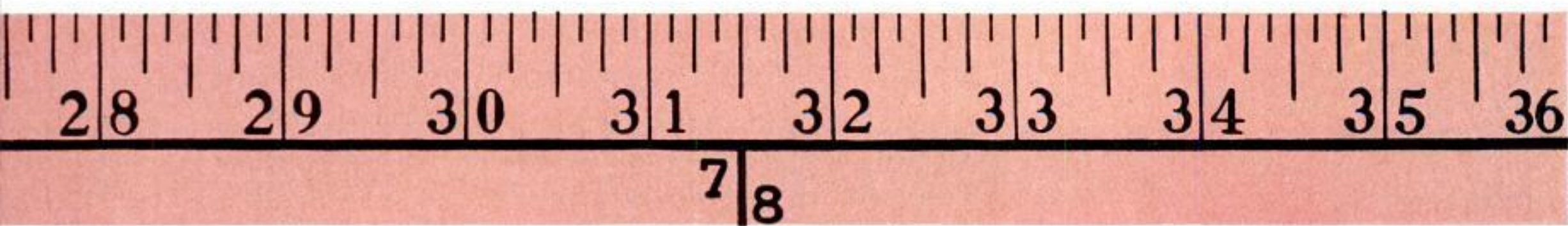
to wear wool



The man in tweed—chooses a checked Balmacaan coat for his outdoor job. Because it's tweed with the vim and vigor of wool, it can take rigorous wear and look handsome as new. Wool goes far beyond the line of duty in not showing age.



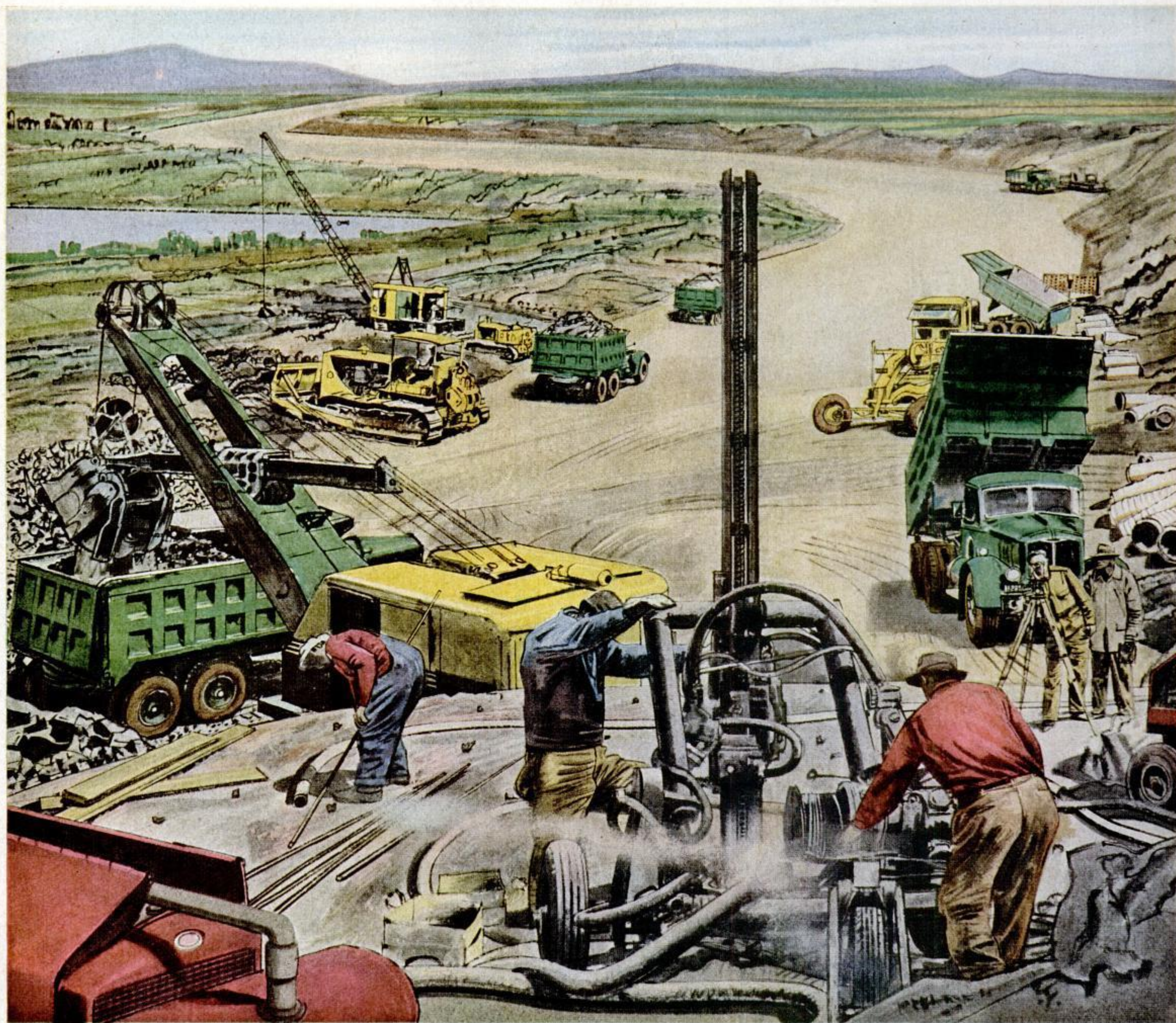
For an active day—indoors and out—there's nothing like the easy-going comfort of a pure wool tweed. One reason—the wool fiber has unique resilience. It can actually stretch one-third its length, then bounce back. Above, natural-line suit in barley-weave wool.



measures up to Wool



Suits and coats, like the ones shown above, are available in fine American-made woolsens and worsteds at leading stores across the country. For further information, write WOOL, Dept. L-4, 420 Lexington Avenue, New York 17.



They give us a million miles of freedom...

YOU'VE SEEN a thousand of them, a thousand times, down a thousand roads. An old hat squashed back on the head, flannel shirt, faded khaki pants—and distance in their look. Sometimes they're just yanking a bad kink out of an old road. At other times they're building a great new super highway, wide as a city block and a whole state long.

They're the roadbuilders, but what they really build is freedom. Freedom for all of us to go rolling across the land and see what our country is all about.

If a big hill blocks the way, they grab a hunk of it and move it over there. Or they wing you across a mighty river on one great sweep of steel. Need a tunnel? There it is—right through a granite mountain. They have shown us how to get from

Philadelphia to Pittsburgh across Ohio to Indiana in one smooth, effortless roll. Or they swing us around Boston traffic and put us deep into the Maine woods so easily we can't believe we're there.

Next time you wheel along a wide, smooth, ribbony highway, look around. The roadbuilders have been here. They have gathered closer all this big, beautiful land and put it just outside your windshield. They did it with sweat, and know-how, and an American love of freedom—and every foot of it is *yours*.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



EN ROUTE to Russia, 1957 Ford is crated in Helsinki, where it was flown for rail trip to Moscow.

MOSCOW BOW FOR A U.S. CAR

Over Moscow's antique streets there rolled last week a streamlined, spanking new '57 car. It was a Ford, the first off the assembly line in the new series, and it was incongruously making its debut in Russia two days before the new Ford line was shown to U.S. buyers. Of course the Russians aren't going to buy U.S. cars, but there was a reason for the stunt. The manufacturer and the U.S. embassy in Moscow, which had bought the car for a nominal \$1, wanted to impress the Russians with the marvels of U.S. productivity.

The Russians were particularly struck by the car's luxury and length (17'3"), superior to features of the best Soviet limousines. Impressive too was the fact that in 1957 perhaps a million Americans would be buying new Fords while only a few thousand Russians could afford the latest Pobeda, modeled on the 1939 Ford. But one thing disconcerted the Russians as it disconcerts even ad-battered Americans: why a car appearing in 1956 is called a '57.



ON RED SQUARE in Moscow, new sedan is driven during its first trip past the Cathedral of St. Basil the Blessed. Driver is an employee of the U.S. embassy.



EXAMINING ENGINE, Russian men peer professionally under the hood of the parked car as a much smaller Russian Pobeda sedan drives past (center, rear).



ADMIRING EXTERIOR, a Russian woman marvels at the car's big chrome-plated rear bumper. Russian automobiles have almost no chrome trim.

Americana...fabulous new chooses **springwall**...the

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Imagine! 7 glorious days in romantic Bermuda... all expenses paid by Springwall! Enter this simple, easy contest any time 6 months *before* or *after* your wedding. Get entry blanks today at the dealer who displays this Springwall contest banner. Or write: Springwall, Room 1300, N.W. Bank Bldg., Minneapolis 2, Minn.

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7 days at romantic Hotel St. George
Golf and Beach Club



The new Americana Hotel...located on the ocean front in fashionable Bal Harbour, Miami Beach...opening in November, 1956. A Tisch hotel.

Florida Hotel mattress with the non-sag edge

Restful, refreshing sleep is an important part of the luxury and comfort planned for you when you stay at the Americana... Florida's magnificent new resort hotel.

That's why the Americana Hotel chose Springwall mattresses and box springs for every bedroom. Springwall has luxurious, deep-cushioned comfort built right in. The exclusive non-sag edge cradles you firmly... gives you comfortably

correct support *whatever* you weigh, *wherever* you lie.

You can *sit* on the edge, and it won't break down. You can *lie* at the edge, and because it doesn't slope or sag, you actually get $\frac{1}{3}$ more room for comfortable sleeping.

But you don't have to go to Florida to enjoy sweet sleeping on a Springwall mattress. In your own home, you can

have the same mattress luxury and comfort you'll find at the fabulous Americana Hotel... and at prices that fit even modest budgets.

Handcrafted Springwall mattresses and matching box springs with the exclusive non-sag edge... at fine furniture and department stores everywhere. Enjoy one soon.

\$49.50 to \$89.50



Springwall mattresses and box springs are guaranteed for 10 years against structural defects



springwall guarantees you
firm, correct support... comfort right to the very edge!

Manufactured exclusively by: ECLIPSE Sleep Products, New York 16, N.Y.; Los Angeles 23, Calif., SOUTHERN CROSS Sleep Products, Atlanta 1, Ga.; Tampa, Fla., KING KOIL Sleep Products, St. Paul 14, Minn., HAGGARD & MARCUSSON CO., Chicago 9, Ill.; also manufactured in Montreal, Toronto and Winnipeg, Canada.



MUTE COMPLIANCE is expressed by Anne Sheehan when Dr. Ernest Gosline, chief psychiatrist in female admission service, asks her to hold out her

hand during interview after her arrival at Rockland. Anne's ailment is catatonic schizophrenia, in which the sufferer is often rigid, silent and obeys simple

commands with robotlike docility. Anne stays mute all the time. She will not raise her head to look at Gosline. Some catatonics keep their arms extended



SCORNFUL DEFIANCE marks Helen Miller as she arrives (*above*) at Rockland in strait jacket. (Fewer than one percent of patients need strait jacket.) Later she screamed at Dr. Gosline (*right*). He recognized her as schizo-affective, a type which combines delusions with alternating elation and gloom.





for hours in what doctors call a state of "waxy flexibility." Anne's dropped after short while, indicating that there might be greater hope for her recovery.



DRUGS' SUCCESS in chart behind Dr. Paul Hoch, New York mental health chief, shows sudden dip in number of patients.



Return To Sanity In 12 Weeks

RESERPINE, CHLORPROMAZINE RESTORE
TWO MENTAL VICTIMS TO NORMAL LIFE

Ever since they emerged two years ago as medicines for the mentally ill (LIFE, June 28, 1954), the tranquilizing drugs reserpine and chlorpromazine have been arousing excited attention. But now, after the first mass trial of the drugs, they are proving to be one of the most spectacular triumphs in the history of medicine.

The test was held in the mental hospitals of New York State which this year is spending a staggering \$168 million on 27 mental institutions and their 115,000 patients. The results show that although the drugs are helpful only to an estimated third of the patients, the rising tide of mental illness in New York has been turned back. In a single year the rate at which patients are being released from New York institutions has jumped 23%.

How reserpine, derived from an ancient remedy used in India, and chlorpromazine, synthesized in France in 1950, achieve their effects is not yet understood. They are under study and will be discussed in next week's issue of LIFE. All that doctors can tell now is that mental patients with deep anxieties at the root of their illness are restored to tranquillity by the drugs, which somehow allay anxieties.

The two women who are shown on these pages document the amazing effects of reserpine and chlorpromazine. Both of them were brought to Rockland State Hospital at Orangeburg, N.Y., suffering from different forms of schizophrenia. Without the drugs they might have languished at Rockland for many months or perhaps even years. Instead, only 12 weeks later, both had recovered and left the hospital. The pictures on these pages show how the tranquilizers saved Anne Sheehan, 38, and Heler Miller, 31—actual patients who here are given fictitious names—from the nightmare of mental illness. Now restored to normal life, they agreed to have their stories told on these pages.

Photographed for LIFE
by FRITZ GORO



WALL OF SILENCE surrounds Anne Sheehan, a Catholic, in presence of hospital priest who visited her during first week at Rockland. She sat rigid but

attentive as he spoke, and nodded her head in answer to questions about her religious habits. Rockland has two priests, who get psychiatric training,



FIRST WORDS of Anne Sheehan are spoken under the influence of sodium amytal as she sits huddled up in hospital bed. In a low, halting voice she tells Dr. Woodward

A sudden release

On the very day she arrived at Rockland, Helen was given chlorpromazine. The doctors wanted her to benefit from the drug's tranquilizing effect without delay, hoping that it would enable them to pierce layers of delusion and help her take her first steps to reality. An articulate and imaginative woman, Helen responded immediately to the drug. Shedding her hostility, she poured out a torrent of disjointed thoughts (*right*) to her psychiatrist, Dr. Aidn Merrow. She spoke revealingly about her well-paid job as a fashion coordinator for a nationwide firm, her divorce, her subsequent unhappiness, her fixed belief in a bizarre attempt upon her life (*next page*). Dr. Merrow was unable to find any one central problem in Helen's case. Her record of a previous nervous breakdown pointed to an overtaxed nervous system.

The doctors delayed giving Anne Sheehan a tranquilizer because her psychiatrist, Dr. Arthur Woodward, hoped that she would snap out of her silence

SUDDEN DESPAIR overwhelms Helen when she finds herself unable to cope with a standard psychological puzzle test. Her confusion is caused largely by grogginess and





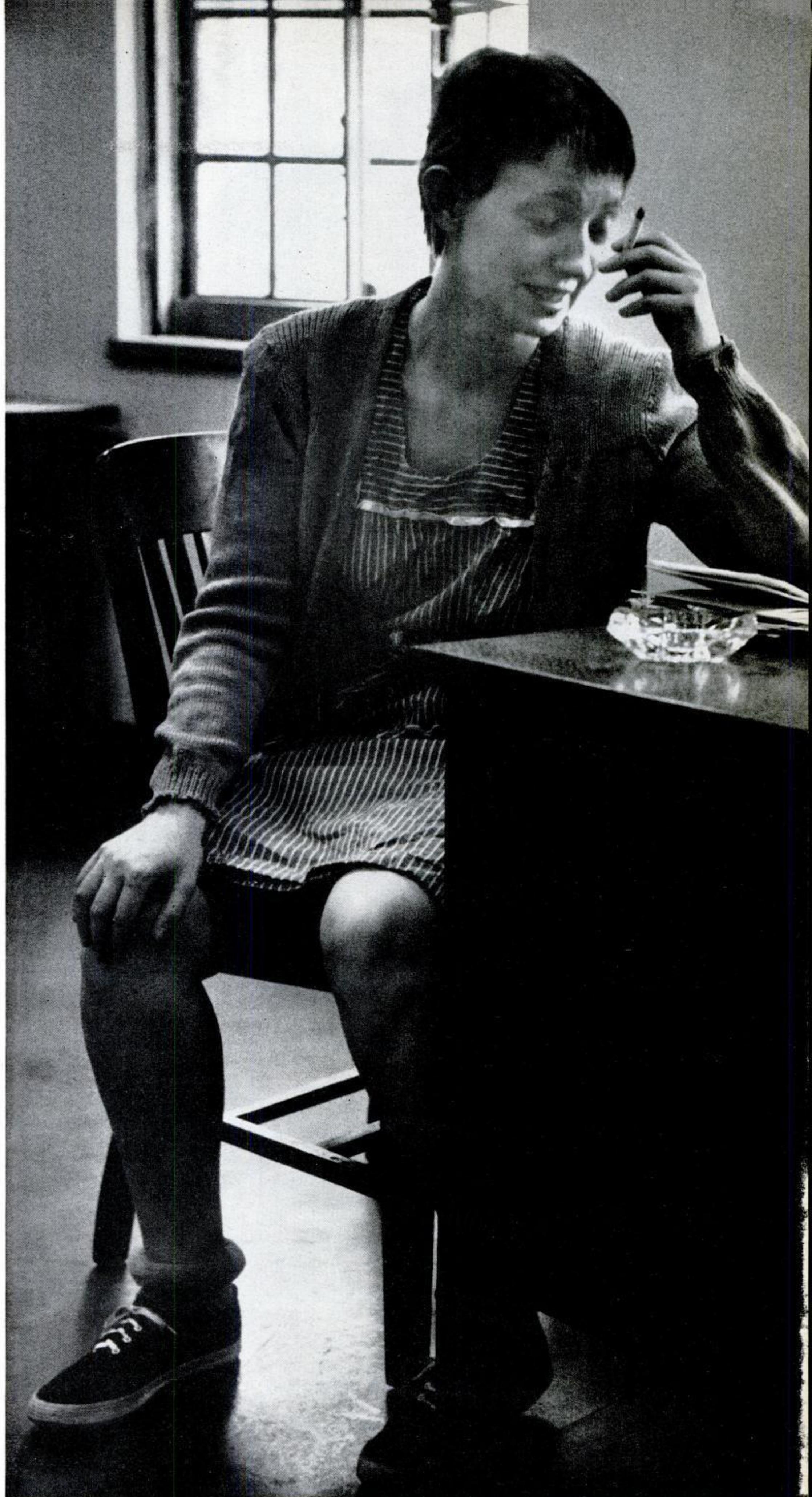
(left), "I don't come from a rich family. . . . They have given me the best years of their lives. . . . I've cost them a lot of money. . . . I'd like to repay them for it."

of buried trouble

spontaneously, as catatonics sometimes do. Meanwhile he gave her an injection of sodium amytal "truth serum," which relaxes tensions temporarily. Within minutes the icy barrier melted (*above*) and Anne uttered her first words. She spoke of her job as a receptionist and her longing as a girl, frustrated by feelings of inadequacy, to become a nurse. Thoughts of her family preoccupied her especially. She dwelt upon her sense of guilt at the expense her own illness was imposing on them. It was then that Dr. Woodward gained his first insight into Anne's trouble. Weighed down with a crushing sense of inferiority, torn between a desire to lead her own life and an exaggerated feeling of obligation to her family, Anne had withdrawn completely inside herself and into a catatonic state.

Anne's moment of lucidity was soon over, and she lapsed back into a deep sleep before retreating once again behind the barrier of absolute silence. Then the doctors decided to put her on reserpine.

stiffness in the neck, which are side effects of her heavy dosage of chlorpromazine. Doctors later made allowances for the severe side effects in evaluating the tests.



INCOHERENT CONFESSION pours from the lips of Helen Miller during her first interview with her psychiatrist, five days after she began to take

drugs. Seated carelessly on chair and nervously puffing cigaret, Helen is too distraught to care about her rumpled skirt, bare knees, rolled-down stockings.



ALONE IN THE CORNER and draped in shapeless sack of a hospital dress, Anne looks up momentarily from her knitting when Dr. Gosline stops by

her chair during tour of the wards. He asked her how she felt, but she gave only nodded answers. Anne is still fearful of mixing with other patients.



FIRST RESERPINE SHOT is administered by Dr. Woodward to Anne Sheehan, who is still frightened and unresisting after eight days in the hospital.

She winces at the needle but utters no sound. Injection of reserpine permits drug to take action faster. Later, Anne took her reserpine entirely by mouth.



PICTURE LANGUAGE is used by Anne, a week after first shot, to explain father's occupation to Dr. Hiram Johnson, head of women's service. She drew

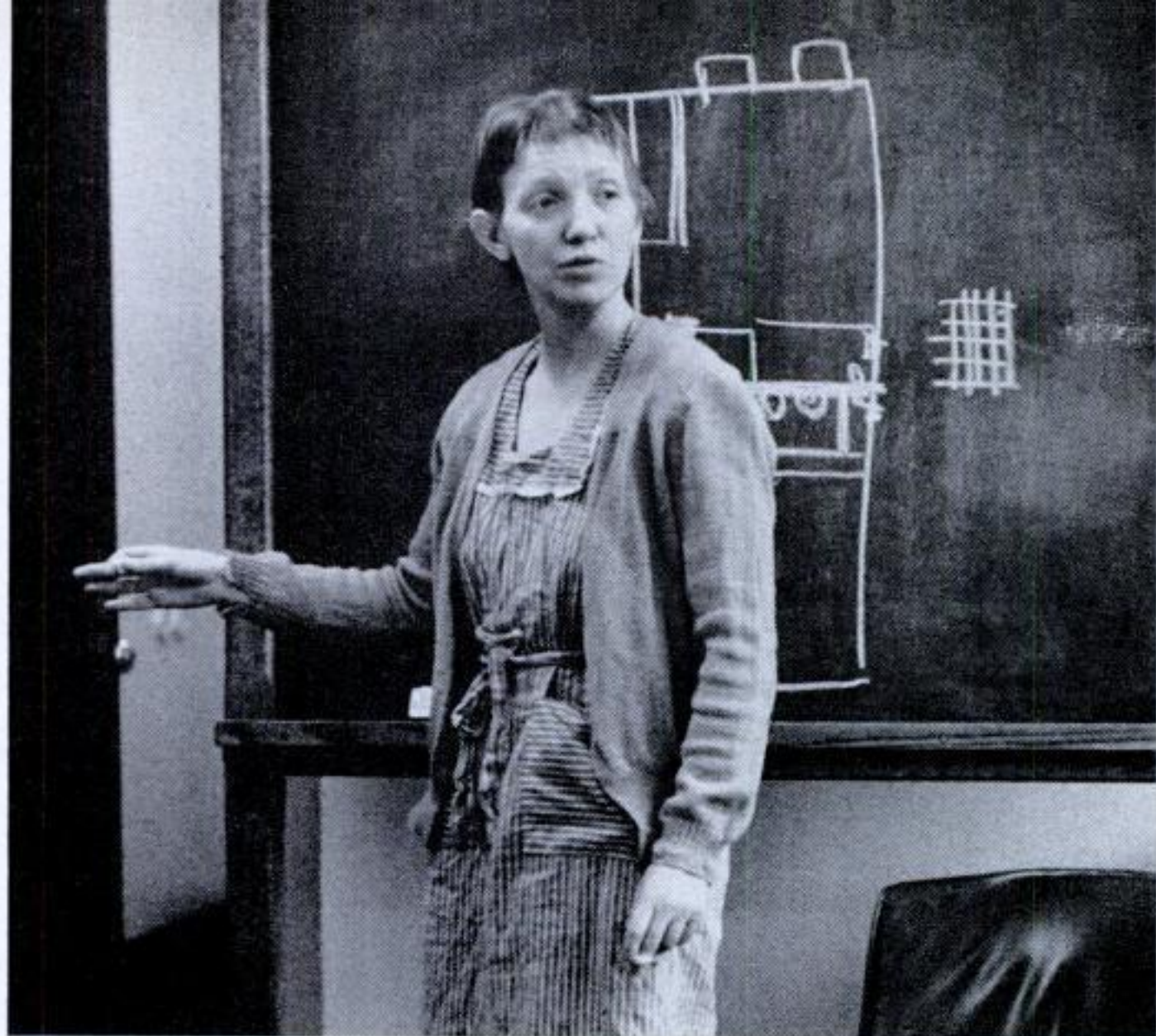
a sketch of an apartment house doorman. Anne would answer only questions about her age, schooling, family, and these only in writing or drawing.

Steady progress as drugs heal

In Rockland's sunny, sheltered wards as the drugs steadily went about their mysterious work of healing, Anne and Helen were encouraged to express themselves by talking about their troubles. Helen now began to want to make herself useful and plunged eagerly into every activity suggested to her. At every step, however, she was hampered by the drug's side effects which weighed her down with leaden fatigue and made her feel curiously as if she were alternately growing and shrinking. Anne was fatigued, too, and shook in all her limbs, a common side effect of reserpine. In spite of these obstacles Anne, after her first shots, was already becoming communicative (*below, left*).

SPRAWLED ON THE DAYROOM FLOOR BECAUSE





PLAN OF APARTMENT is marked on blackboard by Helen Miller to illustrate what she is convinced was attempt on her life. At right is close-up of bathroom ventilator through which neighbors supposedly launched poisoned darts at her.



PATTERN OF TROUBLE is traced by Helen for Art Therapist Walter Brown. In spontaneous doodle she drew a series of circles around a dot. Brown interpreted the pattern as a maze in which she is lost, indicating her inner confusion.

CHLORPROMAZINE HAS UPSET HER SENSE OF BALANCE, HELEN MILLER MAKES FIRST TRY AT OCCUPATIONAL THERAPY BY HELPING TO WIND SKEIN OF YARN



CONTINUED



FIRST SMILE wanly lightens Anne's face as she inspects the progress of hair-cut during her fourth week at Rockland. Anne, who at first had no enthusiasm for the operation, was pleased with results. Service in the beauty parlor is free.



NORMAL PLEASURES are enjoyed by Anne at hospital dance toward the end of her treatment period at Rockland. Now quite relaxed and displaying her natural prettiness, she dances with hospital Recreation Instructor Noel Haskell.



PLEASSED TO SEE EACH OTHER, ANNE AND HELEN MEET AT A WEEKLY HOSPITAL

Discovery of confidence

Early in their stay at Rockland, Anne and Helen met, and their instant liking for each other gradually deepened into friendship (*above*). By this time the drugs had so much alleviated their anxieties that both had recovered their assurance. They had not gained any real understanding of their troubles but they could—like hosts of troubled people all over the world—learn to function effectively in society.

The doctors noted, as a sign of improvement, that both could now enjoy



DANCE HELD FOR IMPROVED PATIENTS SHORTLY BEFORE LEAVING ROCKLAND

and natural joys of life

pleasures unself-consciously and that they were becoming impatient for freedom. The women had thrown off their drug-induced drowsiness as their doctors cautiously reduced the dosage to see whether they could hold the ground they had won. Then they took them off drugs altogether. Less than 12 weeks after they arrived Anne and Helen were told that they were going home. Both felt some qualms at the thought of abandoning the refuge of Rockland, but they were pleased as they packed up their belongings and got ready to leave.



PSYCHOLOGICAL LIFT for Helen Miller is hairdo and manicure in hospital beauty parlor. She was upset at first because they did not cut her hair with razor, but showed her desire to cooperate by resigning herself gracefully to scissors.



RELAXED CONFIDENCE is revealed in Helen during group therapy session in which patients discuss problems jointly. Helen tried to monopolize earlier sessions. Now, pertly coiffed and prettily dressed, she participates on equal basis.



READY TO GO, Helen casts final look around small room at Rockland before going out to friends who have come for her. Her belongings are packed in bags she obtained from hospital store. "My matched set of luggage," Helen cracked.

A brave step out of the refuge and into the world



WITH A HAPPY HUG Anne welcomes brother who has come to take her home. For at least a year Anne will visit clinic near her home and will receive small dose of reserpine to tide her over shock of adjustment to the outside world.



WITH A JOYOUS WHOOP Helen strides out of Rockland's doors accompanied by friend whom she will visit before she returns to her home in the Midwest. Helen has prescription for chlorpromazine in case she feels tense or anxious.



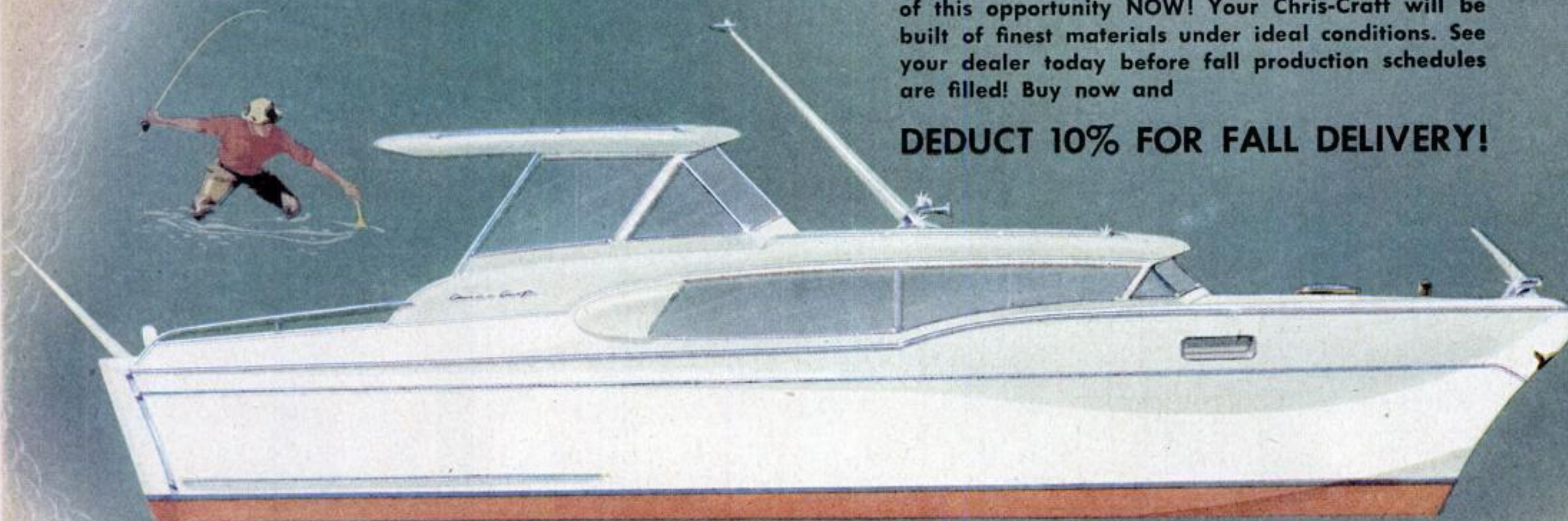
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HOT 'n HANDSOME

NEW 1957 CHRIS-CRAFT SHOWBOATS

Chris-Craft now brings you the greatest fleet in history — with dazzling new styling, new color combinations, luxuriously appointed interiors. For a limited time only, you can buy your new Chris-Craft Showboat and deduct 10% for fall delivery! Take advantage of this opportunity NOW! Your Chris-Craft will be built of finest materials under ideal conditions. See your dealer today before fall production schedules are filled! Buy now and

DEDUCT 10% FOR FALL DELIVERY!



NEW 32-FT. COMMANDER

Chris-Craft

BOAT DIVISION, CHRIS-CRAFT CORPORATION, ALGONAC, MICHIGAN

WORLD'S LARGEST BUILDERS OF MOTOR BOATS



The inside story of two prized diamonds

The **Koh-i-nur Diamond** is world-famous for its flawless clarity.

It is represented here in its original 186½ carat perfection.

Kings were killed and princes plotted for this gem

for centuries. It now rests in the Imperial Crown of India.

The **Gilbey Diamond** is world-famous as the symbol of clarity and

perfection in gin. Its diamond-clear brilliance promises

this gin is made naturally, traditionally—with no color added.

That is why “the world agrees on ‘GILBEY’S please’”.

GILBEY’S GIN

dry...clear...right proof (90)...right taste



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO
THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.

Back to useful lives, responsible jobs

Reserpine and chlorpromazine produce their most spectacular effects on new patients whose illness is not entrenched. But the drugs are also slowly carving away at the large population of those once considered hopelessly insane. Formerly, for a patient in a mental hospital eight years, the chances against ever getting out were 99 to 1. Now the drugs are returning some of these to normal life.

Some doctors feared at first that patients would return to mental hospitals in droves as soon as the

drugs' effects wore off. But patients, put on small doses of drugs since their release, have weathered the hardships of readjustment and are holding down good jobs. To find out how drug patients are doing, a research team has been closely following up a small group of them for the past year. Where more than 30% of released patients once relapsed and returned to hospitals, fewer than 10% of the drug users have relapsed. Below are four former patients who, because of the drugs, are leading useful, normal lives.



FARMHAND, happily tossing bales of hay, was 26-year-old catatonic 16 months ago when he was sent to Rochester State Hospital. He was put on chlorpromazine and released last January. Since then he has been on a low dose, and has become a reliable worker. His neighbor, for whom he works, has signed him up as a regular hand.



HOUSEWIFE, shown shopping in supermarket with her granddaughter, spent 30 years in a mental hospital and recovered in 14 months with aid of chlorpromazine. Out of the hospital since June, she reports to the hospital clinic once a week for her maintenance dose. She does laundry jobs by the day and is now looking for a permanent job.



FACTORY WORKER in a bicycle plant was in and out of mental hospitals three times since 1951 with hard-to-classify depression and confusion. In 1954 while in hospital he was given reserpine and noticed improvement at once. Now he has an interest in the future and works hard at his \$85-a-week job as a polisher of pedal cranks.



EQUIPMENT INSPECTOR for maker of railway switch and signal equipment was schizophrenic who was admitted to hospital in 1952. In 1954 he was put on chlorpromazine, left hospital late in 1955. Since February 1956 he has had no drugs. His job is a responsible one since safety of equipment depends on him. Recently he was promoted.

IN NEXT WEEK'S ISSUE:
**THE SCIENTIFIC ASPECTS
OF TRANQUILIZERS**



pick a

DAZEY

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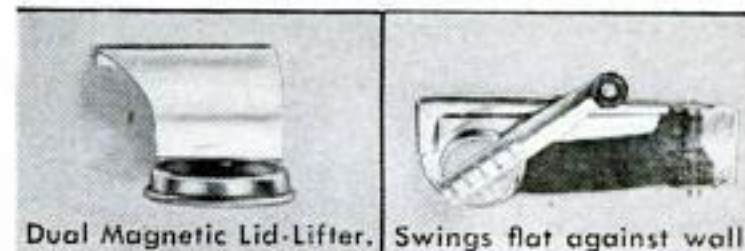


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FAIRLESS TODAY STANDS AT THE DESK RESERVED FOR HIM AT U.S. STEEL OFFICES IN NEW YORK CITY



AS A YOUNG MAN, BEN FAIRLESS TOOK THIS PATH

'IT COULD HAPPEN ONLY IN THE U.S.'

A coal miner's son describes his remarkable career that led from Pigeon Run, Ohio to the summit of American industry

Until his retirement last year at the age of 65, Benjamin Fairless was the most powerful single figure in the country's basic industry. As president and then chairman of the board of the United States Steel Corporation, he

guided his company through 17 of its most exciting and dramatic years. In the following article and in a second instalment to be published in LIFE next week, Fairless gives his own account of a great American career.

by BENJAMIN FAIRLESS

WHEN I look back over my lifetime, as a man is tempted to do when he retires, I need no further proof that it is far more than just a patriotic slogan to call America the land of opportunity. What has happened to me could certainly not have happened under Communism. It could not have happened to me in a good many countries of the world where a boy is stamped from birth with his father's occupation. Even more significant, it could not even have happened in the America of a hundred years ago, in the days of the family-owned business when you had to be a member of the clan.

Since America has been so good to me, I naturally think that our way of life today is the greatest thing that ever happened. To me it means the ultimate in freedom: freedom not only to live where a man chooses to live and to work in a field of his choice, but also to have unlimited opportunity, so that a boy from the wrong side of the tracks can go just as far as a rich man's son. Not everyone has the same abilities, of course, or even the same tastes. Some men want to be



ALONG OHIO CANAL EACH DAWN WHEN HE TAUGHT SCHOOL NEAR PIGEON RUN, OHIO. WOODEN WHEELS IN CHANNEL KEPT LARGE BOATS FROM RAMMING WALL

industrialists, some want to be college professors and some want to be miners. The great thing about America is that it gives every man the right to set his own goals and a fair and equal chance to achieve them.

I began life in the most modest of circumstances. I was born in Pigeon Run, Ohio, a town that had a dirt road, ash sidewalks and white frame houses occupied by perhaps 200 citizens. Most of the men were, like my father, coal miners. In the summer, when the mines were usually idle, they would work as hired hands on the surrounding farms.

My name was Benjamin F. Williams. But when I was 2 years old my mother was badly injured when the horse pulling the family buggy ran away, and I was sent to live with an uncle and aunt until she could recuperate. She was sick for a long time, my aunt and uncle were childless and the arrangement became permanent. I became known as "the Fairless boy," my uncle's name, and finally they adopted me and changed my legal name to Fairless. I lived with them in a white frame house that still stands in the

town of Justus, four miles from Pigeon Run. My uncle ran a little grocery store in the front part of the house—the kind with a stalk of bananas hanging in the window.

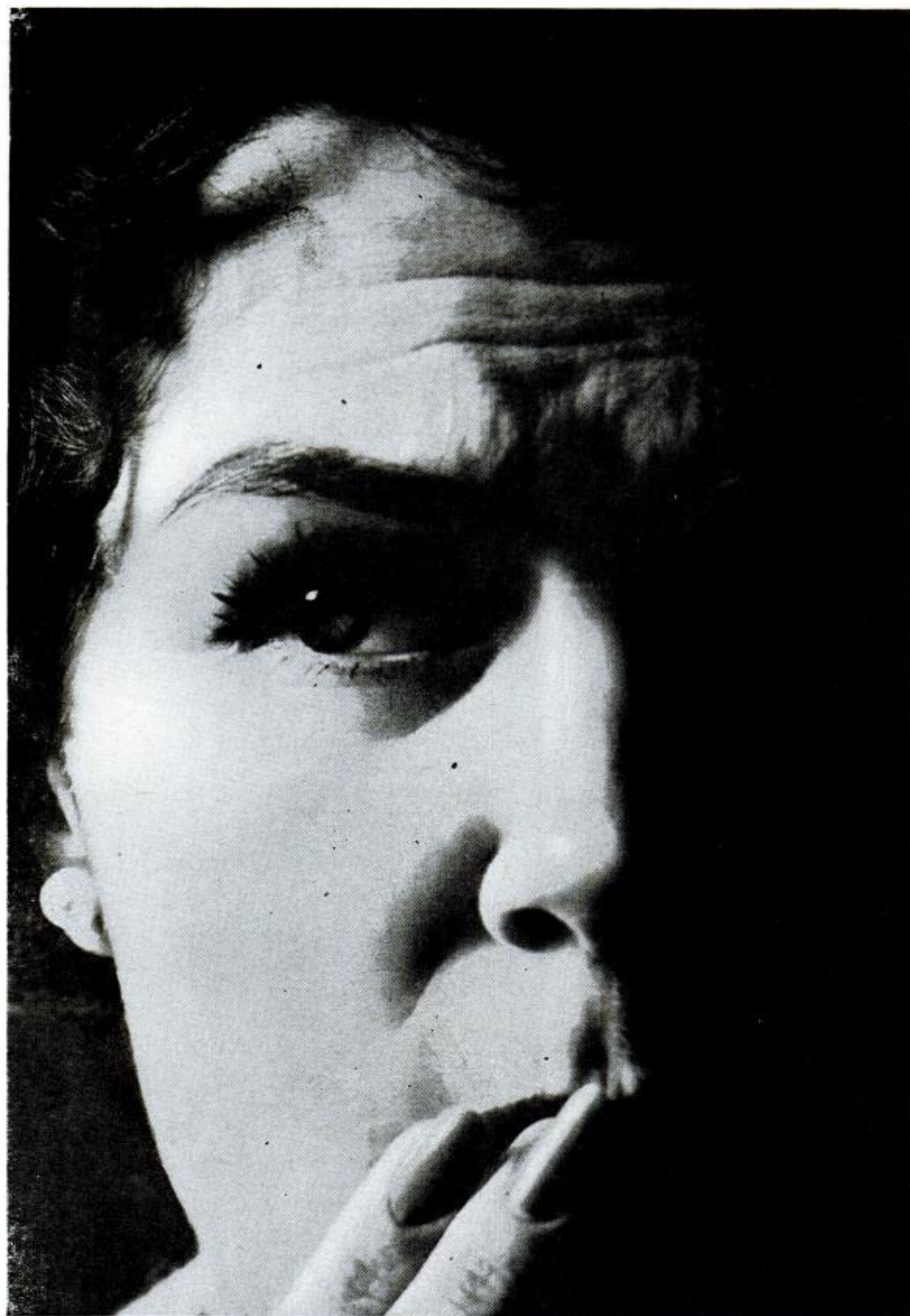
'A great woman'

ALTHOUGH I was reared in a different household, I always remained close to my parents. My mother was a truly great woman. She had almost no education but her instincts were always right. She believed that everybody should work, that everybody should be honest, that no one should expect something for nothing. She believed in owning your own home and staying out of debt. My father was a hard-working man all his life, always for wages, never for a salary. He was honest and lovable. He liked everybody and everybody liked him, certainly including his bosses. He was what you might call a happy-go-lucky fellow without in any sense being a playboy. Indeed he was very moderate in his habits. He drank a little and smoked a little. Maybe—at least my mother thought so—he smoked a trifle too much.

We were a close-knit family and the children could do no wrong. Later on, when I got to be something of a local baseball star in my teens, my father came to see me play whenever it was possible, even if it meant a walk of 10 miles on his only day off.

The first capitalist I ever knew was Clark McClintock, a fierce Scotsman who lived across the road in Justus. He was a lumberman. He would buy a farm, cut off the timber and then sell the land, all at a profit. He had a beard and sideburns and by the standards of our time was beautifully dressed. His home was big and comfortable and beside it stood a barn housing a buggy and two horses. Once I heard a group of men discussing him at the local post office, and one of them hazarded the guess that he must be worth a good \$50,000.

When I was very small, Clark McClintock took me along in his horse and buggy to visit the sawmills. Later I worked for him in the summertime. I mowed his lawn, took care of his horses and plowed the ground of a farm to which he held temporary title. I was his hired man in overalls at a cash salary



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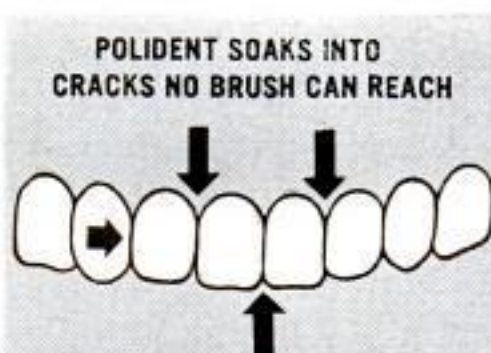
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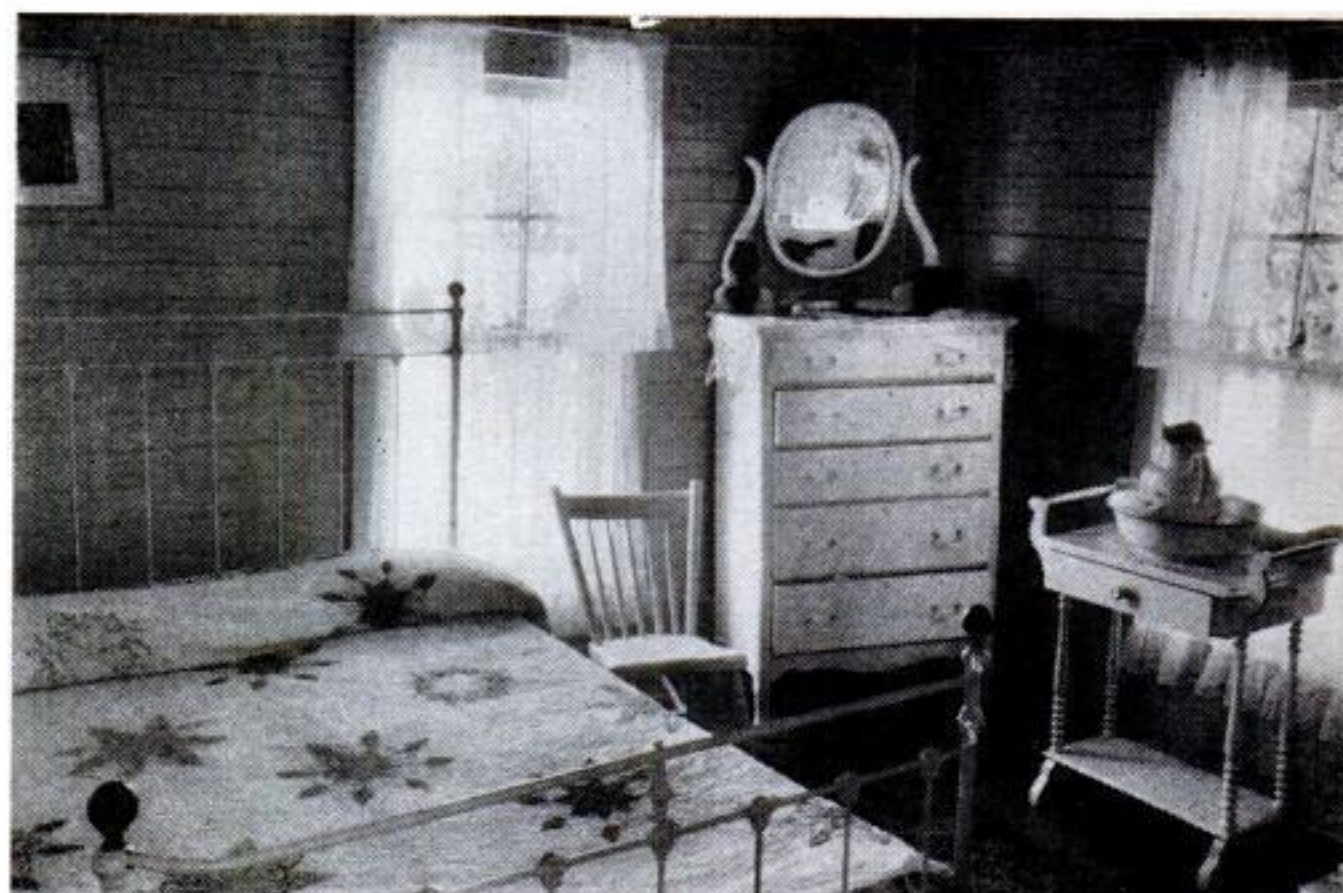
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BOYHOOD BEDROOM in aunt and uncle's house at Justus, Ohio is kept as it was in Fairless' youth by former pupil of his who lives in the house today.

FAIRLESS CONTINUED

of \$9 a month, but my pay also included board and I ate at the same table with the McClintock family.

This was when I was 14 and blessed—or cursed—with a tremendous appetite. But Mr. McClintock had a daughter named Clarissa, who went to Oberlin College, and one noontime she had a group of her college friends in for dinner. There I sat, in my overalls, amidst all these fine ladies, and I was hard put to swallow anything at all. Mrs. McClintock, who always kept a kindly eye on me, feared that I was ill.

Naturally I was in love with Clarissa at the time. She was the rich girl across the street, living in the exotic world of college. I was the Horatio Alger hero destined someday to marry her. Almost every summer night, by virtue of her tolerance and my own growing skill, I played croquet on her lawn with her and her older friends. We tied strips of muslin to the wickets to prolong the game when the twilight began to fade, but even so it never lasted long enough to suit me. I played my heart out, to the point where I became the best 14-year-old croquet player for miles around. Alas, my motives were unknown to her, and she soon married someone else.

My own first attempt to become a capitalist was at the age of 5, selling the *Cleveland Press*. The papers arrived in the afternoon aboard the Baltimore & Ohio. I bought them for a half cent apiece and sold them for a penny along a regular delivery route. In many ways it was the best business I ever had. My profit was 100% and I had no overhead at all. Unfortunately I lacked volume. I had only a dozen customers and made six cents a day. At that, the money came in handy in our household.

Later I worked summers, often for Mr. McClintock, sometimes for others. In the wintertime I became the school janitor. During my three years of high school in Justus, I got to the school building at 6 a.m., fired up the coal furnace and dusted the desks and chairs in the four classrooms. After school I swept the floors. I considered the job a great privilege even though the salary was only \$65 a year—not per month, per year. The only thing I minded was the bitter part of the winter, when I had to find my way to school through the early morning darkness by lantern, and like as not had to shovel snow off the school walks in addition to my other duties.

Whenever time permitted I played baseball on the school lot. Our home plate was down near the railroad tracks beside the depot where a telegrapher sat all day transmitting his mysterious messages. I was usually the catcher, and when the ball got away from me I had to chase it across the tracks. A hedge along the road in front of the school was our outfield fence, and a ball hit over the hedge was a home run. I began hitting quite a few of them as I got bigger.

I was terribly busy. I was a janitor, a farm hand, a baseball addict and the would-be suitor of Clarissa McClintock. My grades in high school began to suffer. Matters reached the point where I would



YOUNG BEN wore a flowing tie in picture taken at age 5.

CONTINUED



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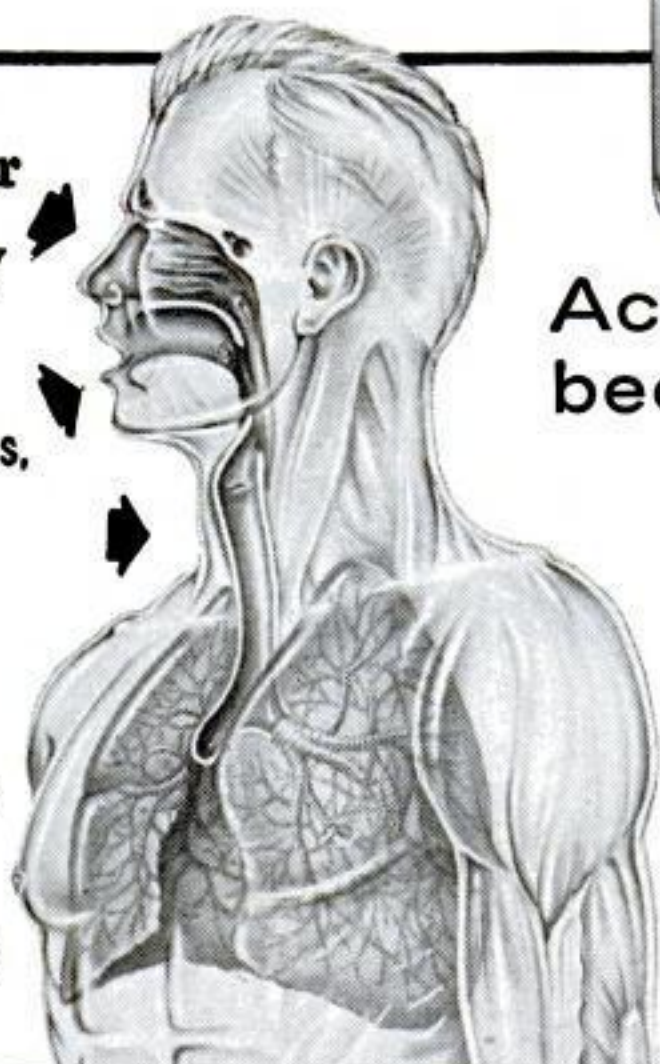


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FOSTER PARENTS, aunt and uncle, Sarah and Jacob Fairless, took young Ben into their home when his mother was seriously injured, later adopted him.

FAIRLESS CONTINUED

never have been suspected of any real ability to learn anything, and it would hardly have occurred to anyone, certainly not me, to think of me as college timber. But such is the nature of America and the democratic process that no young man, however wayward at the moment, need ever lack for guidance and inspiration.



MOTHER, Ruth Williams, was "a truly great woman."

Mine came from the young man who taught all our high school classes. His name was Blaine McClintock (a nephew of the family across the road) and he was so brilliant a student that in the Ohio State examinations for aspiring teachers he had won a certificate good not just for one year, not just for two years, but for life. His ambition was to be a lawyer, and he was teaching to get the money for law school. Later he did get his law degree. He practiced for a while and later was elected prosecuting attorney of Stark County, Ohio, where he distinguished himself by jailing the

vicious syndicate of gangsters and officials responsible for the racket murder of Canton newspaperman Don Mellett. Then he became a U.S. congressman and today he is a judge in Canton.

Blaine McClintock was so good a student and teacher that just being around him made me want to accomplish something myself. Besides, he would often talk to me in private and urge me to do a little better work. Gradually I brought my grades up to the point where Mr. McClintock would approve. I wound up, if I remember correctly, as valedictorian of my class. (It was not a big class, of course—just eight.) And all during the final semesters of high school Mr. McClintock kept urging me to go on to college.

In many ways college seemed a foolish dream. In the first place, Justus had only a three-year high school course. I would have to get my fourth year somewhere else. Besides, where was the money to come from for college tuition? Yet Blaine McClintock made the whole idea seem not only reasonable but inevitable. I just had to go on to college, to please him if nothing else. Moreover, he gave me the most practical kind of advice on how to attain the



FATHER, David Williams, was "happy-go-lucky fellow."

CONTINUED

New concept in weight control

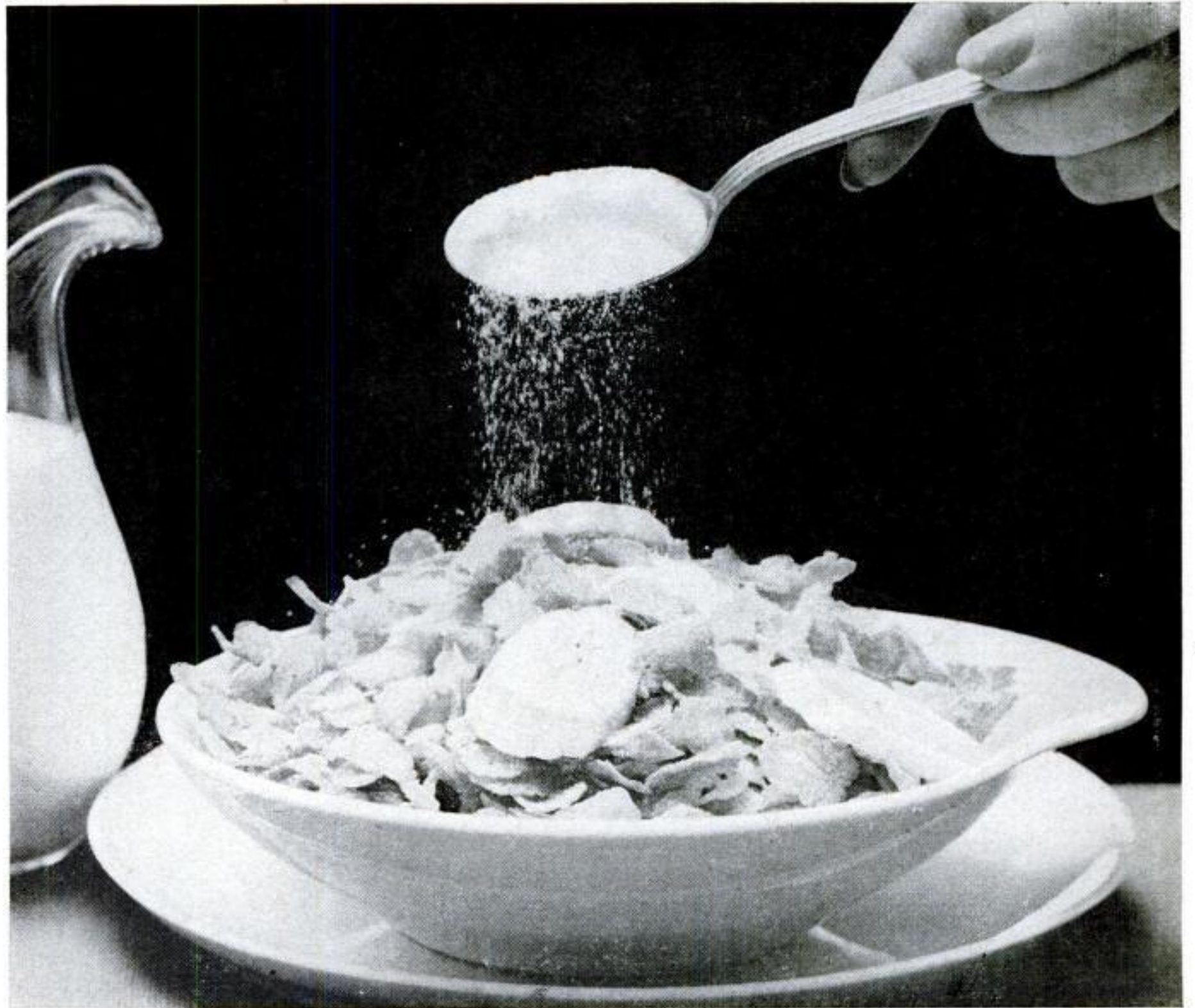
You don't have to give up sugar

Modern weight-control programs are based on cutting down portions, not cutting out foods you like

You may find that it's easier to cut down when you use sugar

Sugar helps keep your hunger satisfied on less food

Studies show that people who used sugar lost as much weight as those who gave it up



Like sugar on your cereal? There's no reason why you shouldn't use it.

Here's how the satisfaction you get from sugar actually helps you save calories

Perhaps you've heard people who tried artificial sweeteners say, "They just don't give you the same sense of satisfaction that sugar does."

They've hit on something that is now recognized to be very important in a weight-control program.

The sense of satisfaction that you do get from sugar is more than just an appeasement of the sense of taste. It is a fast, direct and natural effect on the brain centers that help to determine how hungry you are.

The New Approach

That is why the amount of sugar you have become accustomed to using over the years may be just the right amount for keeping your weight constant. It is also one of the reasons sugar has been taken off the "don't use" lists in many of the newer weight-control programs being recommended by nutritionists and physicians.

These are nothing like the drastic or weird or one-sided "wonder diets" that are continually cropping up. It has often been noted that *lost pounds are less apt to be gained back when the diet allows the same foods that would normally be eaten.* Instead of cutting out, you simply cut down!

How Sugar Helps

Sugar can make it easier for you to cut down because it satisfies appetite faster than any other food. Even when you are very hungry, if you

eat or drink something that contains sugar shortly before a meal you will find it is much easier to be satisfied with less food. A nutrition authority calls these hunger-pacifying snacks "scientific nibbles".

And you can top off your smaller meals with simple desserts that contain sugar. They help you get as great a feeling of satisfaction from your smaller helpings as you would get from a much larger, but sugarless meal.

The calorie savings you make with artificial sweeteners, on the other hand, are often just "paper savings". Since they do nothing to help curb an oversize appetite as sugar does, they leave you as hungry as ever. You may find you are actually eating more—and more than making up the calories you supposedly saved.

Important New Findings

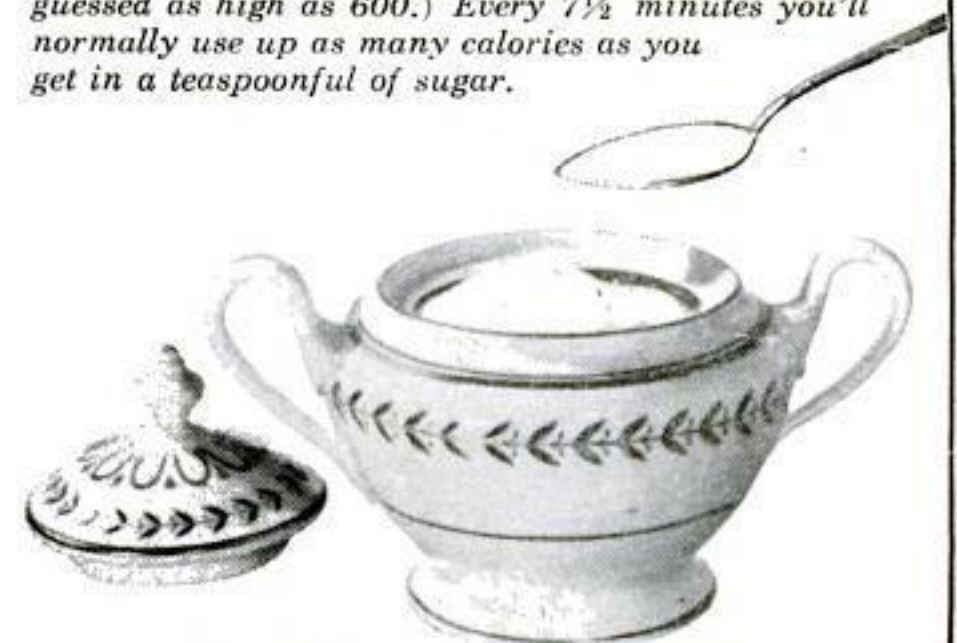
This was borne out by a recently reported three-year study of the diet experiences of more than 300 overweight people. A leading university in cooperation with the dietary department of one of America's foremost teaching hospitals found that **people who gave up sugar entirely and used artificial sweeteners lost no more weight than those who used sugar regularly in their diets.**

Most of the people who tried the artificial sweeteners simply couldn't learn to like them even after three years of use.

But just about everybody likes sugar. Isn't it good to know that science gives us reasons for enjoying the things we like?

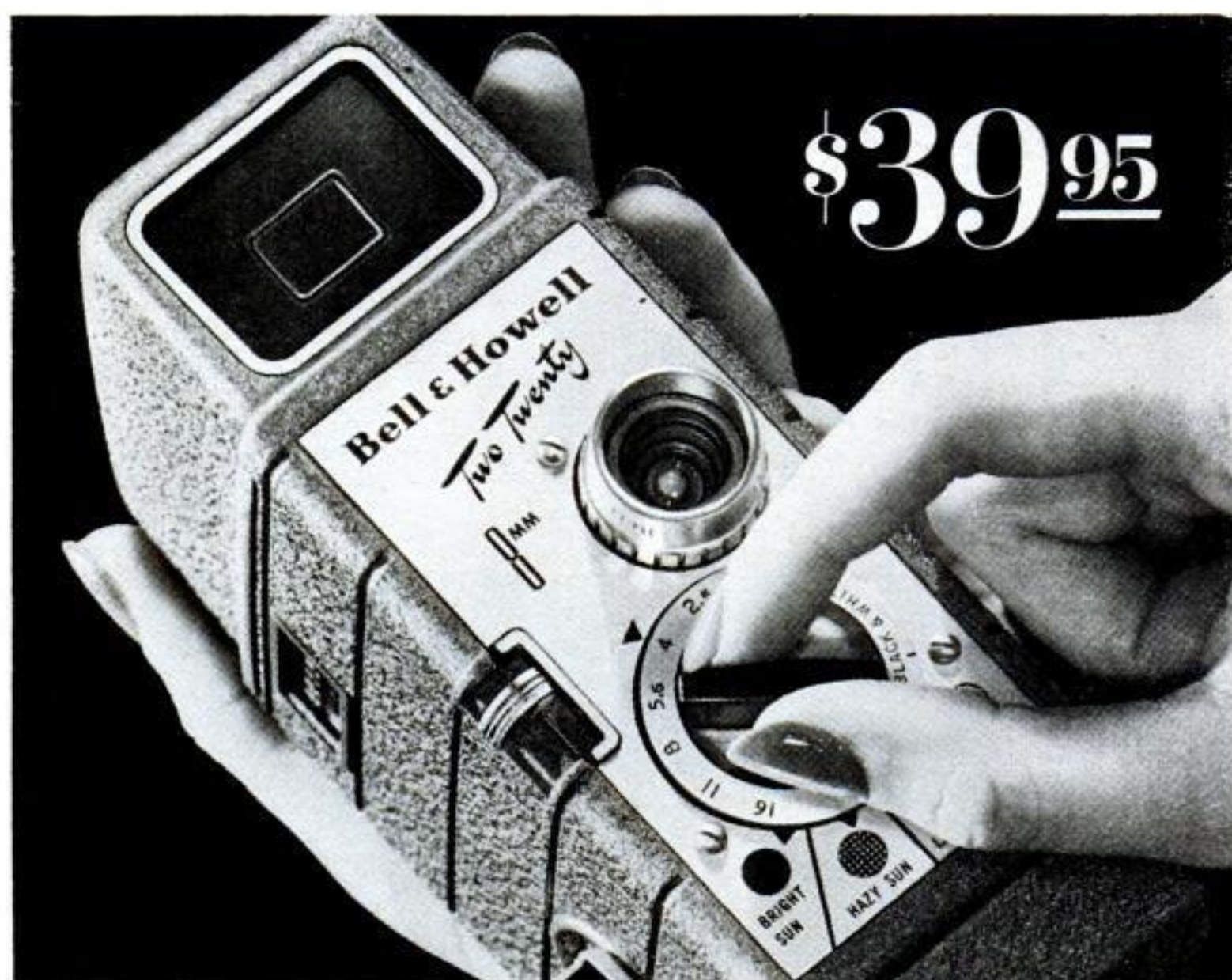
18 CALORIES!

Surprise you that there are only 18 calories in a level teaspoonful of sugar? (Some people we asked guessed as high as 600.) Every 7½ minutes you'll normally use up as many calories as you get in a teaspoonful of sugar.



All statements in this message apply to both beet and cane sugar.

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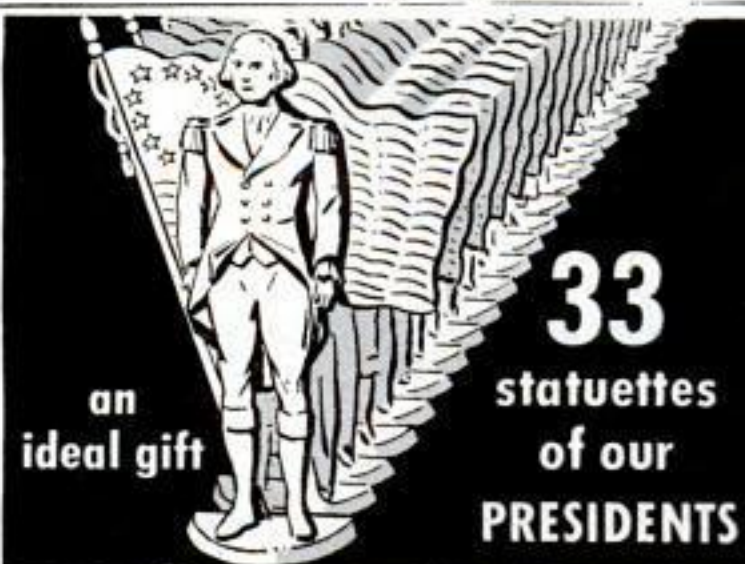
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A HIGH SCHOOL GRADUATE, Fairless (back row, second from left) was valedictorian of eight-man class at Sugar Creek township in 1907. Seated in center is Teacher Blaine McClintock, who inspired Fairless to go on to college.

FAIRLESS CONTINUED

dream. I must not go out and take a business job, hoping to save up the money for college. Once I did that, I would be turning my back on scholarship forever. What I should do, instead, was teach school for a while, and thus keep my hand in while accumulating my funds.

At the ripe old age of 17, with three years of high school behind me, I became a teacher. I flatter myself that I was not too bad a teacher at that. I have never felt that it takes a great deal of maturity and a lot of college degrees to teach the three Rs. Perhaps the enthusiasm and ambition of the young men who used to teach our country schools while working their way toward college made up for a lot. Certainly no one ever had a better teacher than my Mr. McClintock, who was hardly more than a boy at the time. I only hope that I came somewhere near his quality.

I taught out in the country at the Riverdale school: 17 pupils, from first grade to eighth, in a one-room white frame building. My salary was \$48 a month. To be fashionable, I should have used some of the money to hire a janitor, but I needed it more than anybody else and I did my own cleaning up before and after classes. I boarded with a young farmer for \$10 a month. He must have kept me out of the goodness of his heart, for his wife set a wonderful table loaded with chicken, turkey and homemade ice cream, and I still had my appetite. In the evening I sometimes walked three miles to the nearest town, Bolivar, for a haircut or supplies. But mostly I sat in my room on the second floor of the farmhouse and read. Every book and magazine owned for miles around must have passed through my hands that winter.

The following year I moved onward and upward to the nearby Rockville school, where I had a salary of \$50 a month. I lived at home in Justus and commuted via the interurban trolley and a long walk down the towpath of the old Ohio Canal which once connected Lake Erie and the Ohio River. The canal had long since been abandoned and was dry except for a little pool of water here and there. A thick growth of bushes and vines had sprung up along the banks. It was a nice, shady walk and I had plenty of time to think as I took it each morning and evening. I strode along in a sort of daze, building castles in the air, planning my college career, hitting home runs.

In my third year I was a specialist. I moved to the town of Navarre, where the school was so big that I was assigned only two of the eight grades, the sixth and the seventh. Here I earned \$55 a month and someone else did the cleaning.

In the meantime I was making up my fourth year of high school during the summer terms at the University of Wooster (now known as the College of Wooster) 20 miles from my home. Until then, the thought of college had been a sort of fantasy dreamed in solitude. Now I was suddenly thrown in with dozens of other young people who had a similar dream, and similar problems of attaining it. I boarded, studied and played baseball with other young men who had no money, taught school in the winter and were doggedly making up their fourth year of high school because their sights were on a college degree. I sat in the very classrooms where a college degree could be won. I worked for the first time under older teachers, men who had themselves already been to college and acquired the most fascinating kind of knowledge of Shakespeare and higher mathematics.

Once I boarded in the company of a dozen other students with a kindly widow named Mrs. Young, who not only provided shelter

CONTINUED



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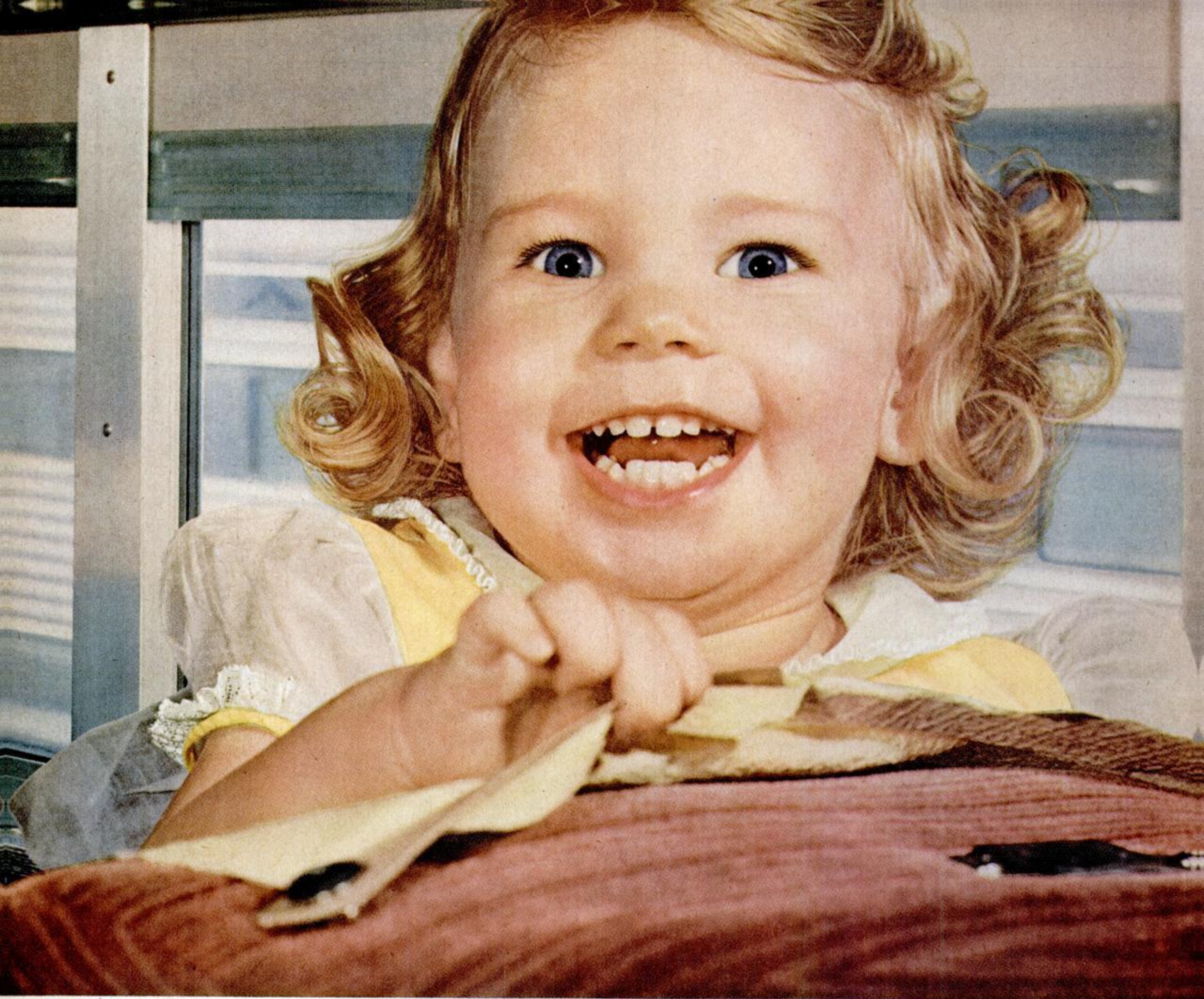
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AS A TEACHER, Fairless (extreme left) at 18 taught in Rockville, Ohio school, earned \$50 a month to support himself while completing high school.

FAIRLESS CONTINUED

but also cooked us all our meals at cost. In the most expensive week of the summer they were 12½ cents apiece. We proud and happy boarders called ourselves "The Young Club" and challenged any other boardinghouse team to beat us at baseball. One other summer I shared a room with another student and a skeleton. The skeleton was the property of the landlady's son, who was studying medicine. It took up one of the closets and made the room a little cheaper than it would otherwise have been. One night we used it to try to scare a classmate who had a reputation for being practically impervious to any outside stimulus once he had fallen asleep. He was even more impervious than we had realized, and after hauling the skeleton all the way to his room, we simply had to haul it back, without having made any impression on him whatever.

The college baseball diamond was always busy in the late summer afternoons, and I spent most of my spare time there. In those days in Ohio, baseball was indeed the national pastime. A player at all worth his salt could get action every Sunday all summer long, representing one town or another against its deadliest rival. I played pick-up games every free afternoon of the week and often was the adopted son of some nearby community on Sunday. We thought nothing of walking five or 10 miles to play.

Among my fellow players were the Compton boys, later to become famous educators and atomic scientists. Wilson Compton was an outfielder and later a shortstop. Karl was a pitcher, and probably could have made the big leagues if he had stayed with it. He had a lot of speed and a good curve ball and, though there was no name for it at the time and we had no signal for it, a good change-up. The Compton boys' father was dean of Wooster College. They lived just off the campus in a white frame house to which I was sometimes invited for Sunday supper. The other brother, Arthur, who was later to win the Nobel Prize for his research in atomic physics, was too young for baseball in our circles.

There were quite a few good players around. I once played on the same team with the immortal pitcher Cy Young, then aging and retired from the big leagues, in a game where one of the opposing infielders was a youngster named George Sisler, later to become the greatest big-league first baseman of them all.

Once I caught Stubby Clark, who had been a pretty fair big-league pitcher, under circumstances I shall never forget. On a Friday afternoon I received a phone call from the nearby town of Millersburg. Their team was playing their archrival, the town of Orrville, at a picnic the next day. If I could get Stubby Clark to pair up with me as the battery, there was \$10 in it for me and \$15 for Clark. I quickly found Stubby in the local pool room. That left only one obstacle. I had a final examination in Beginners' Shakespeare scheduled for late Saturday morning under Professor Milton A. Warnes. When I went to Professor Warnes' quarters, seeking to be excused, he was not at home. He was still not to be found after supper. Did I dare miss the exam without his permission?

I thought I could. Professor Warnes was himself an ardent ball-player. Moreover in the wintertime he was superintendent of

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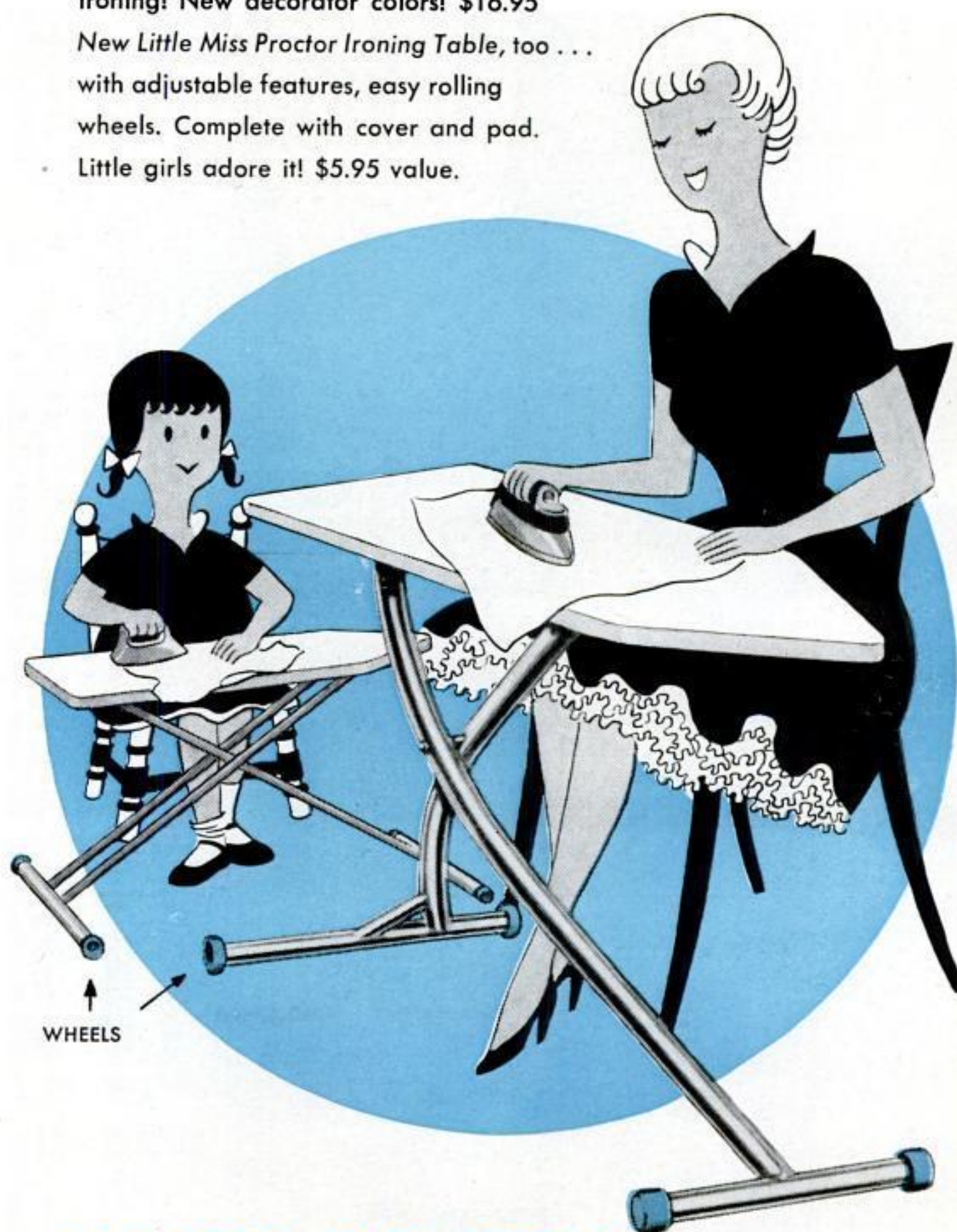
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FAIRLESS CONTINUED

schools at Millersburg and would surely have that city's best interest at heart. I left him a note explaining why I could not take his examination, and blithely went off to the picnic the next morning.

At Monday's Shakespeare meeting I received a great shock. During the announcement period Professor Warnes said tartly that he wanted to see Mr. Fairless immediately after the class. As I approached him, he fixed me with burning black eyes and demanded to know, "Where were you on Saturday?" I said mildly, "Why, I left you a note. Didn't you get it?" He ignored this: "I asked, where were you?" "I played baseball. I told you all about it in my note," I said. Again he ignored the mention of the note. "Are you prepared to take the examination?" "Yes, sir." "Then be in my room at 7 o'clock this evening," he said, and turned away.

I was there promptly at 7, scared to death. "Are you ready for your examination, Mr. Fairless?" "Yes, sir." "Do you prefer it written or oral?" "Oral, if you please." "All right then, sit down."

He motioned me to a chair so close to his that our knees nearly touched. His black eyes burned through me. "By the way, Mr. Fairless, what game was that you played in Saturday?" "It was Millersburg, against Orrville." "Which team were you on?" "Why, Millersburg, sir." "Who won?" "We did, 6 to 2." "Did you get any hits?" "Yes, two." "Good. Your grade's 85."

Recently I revisited the Wooster campus and dug up some of the old records. There on the grade sheets, opposite the notation Beginners' Shakespeare, stood my name and Professor Warnes' 85.

All through my boyhood, crews of men in khaki, with surveyors' transits and plumb bobs, moved along the railroad tracks, lining them up. They were hard, lean, efficient professionals from the great world outside, and it became my ambition to join them. When I finished my three summers of high school work at Wooster, I was ready for college, but this presented new difficulties. I wanted to be an engineer, and since Wooster offered no engineering courses, I had to move on to Ohio Northern University 100 miles away. By working summers and by borrowing \$200 from neighbor McClintock, I was able to get my engineering education and was ready to go to work.

Railroad work, however, did not seem nearly so glamorous when seen from the inside. I worked for a year in charge of a construction gang living aboard a work car, mostly rebuilding bridges damaged by creeks that flooded in the spring of 1913. I decided I was getting nowhere fast. I was in the market for a new job, if ever one turned up.

This was the time that "Coxey's Army" was gathering for its second march on Washington with what was then considered the outrageously radical demand that the Government float a bond issue to build new roads to provide jobs for the unemployed. The army was assembling at Massillon, and I rode over on the inter-urban line one day to take a look at it. (I had no intention of joining; I was just curious.) I was riding along looking out the window at the Massillon flats, an area of woods and little patches of farmland worked by inmates of the Massillon State Hospital for the Insane, when some unusual activity struck my eye. Over to the south, across the narrow Tuscarawas River, some steam shovels were tearing up the land and men in khaki were mapping out invisible lines. I asked the conductor, "What's going on over there?" "Haven't you heard?" "No." "They're building a new steel plant." "Let me out at the next stop," I said.

I walked across the river on a footbridge, asked for the man in charge and was directed to a little wooden shack where a good-looking young man whose name turned out to be Martersteck sat all alone, obviously wishing he had more people to help him. I said politely, "I'm a very good engineer and I'm looking for a job." Without inquiring further, he said, "You're just the man I'm looking for." I was hired on the spot. My timing had been perfect, just as if I had known all about the new plant and the best psychological moment to apply.

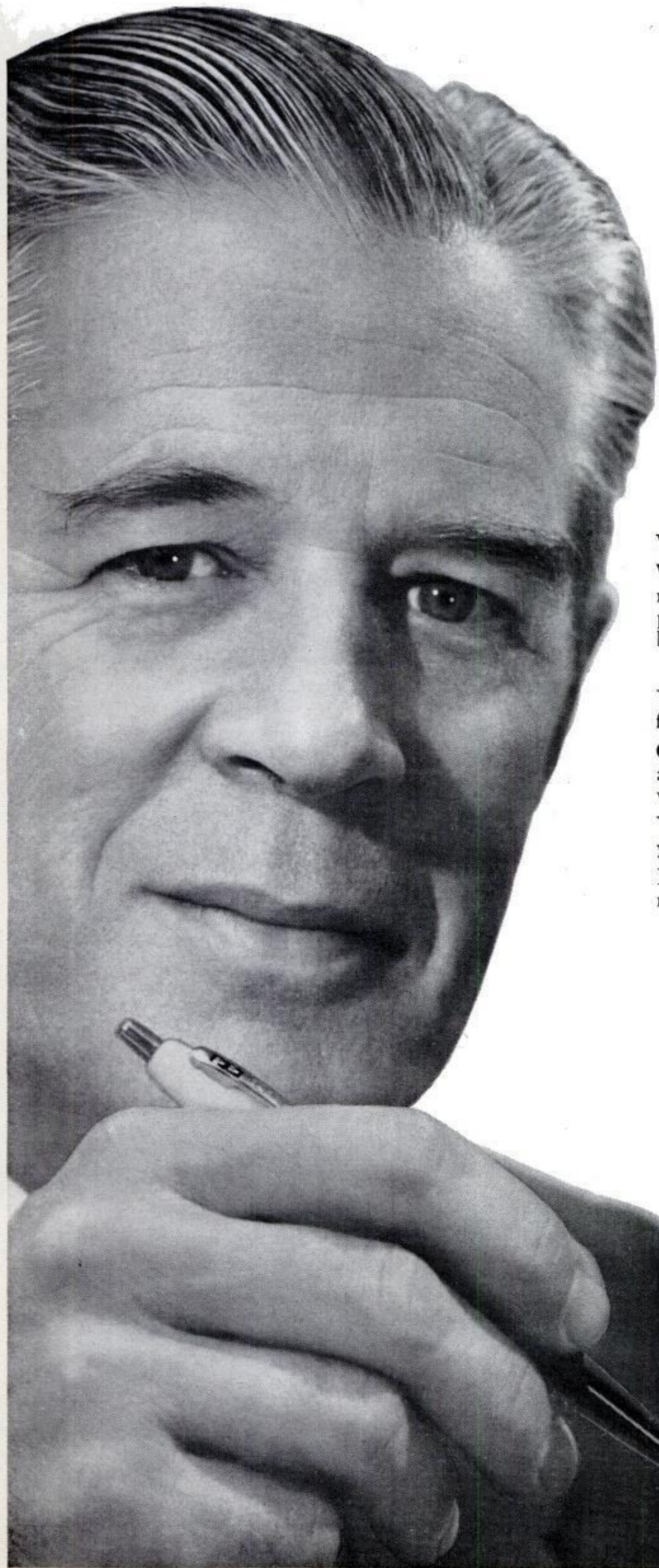
The plant taking shape to the west of Massillon was the brand-new Central Steel Corporation, the brainchild of two stockbrokers of vision. They raised their capital by selling shares in the vicinity.



BALLPLAYER Fairless was catcher for small-town teams.

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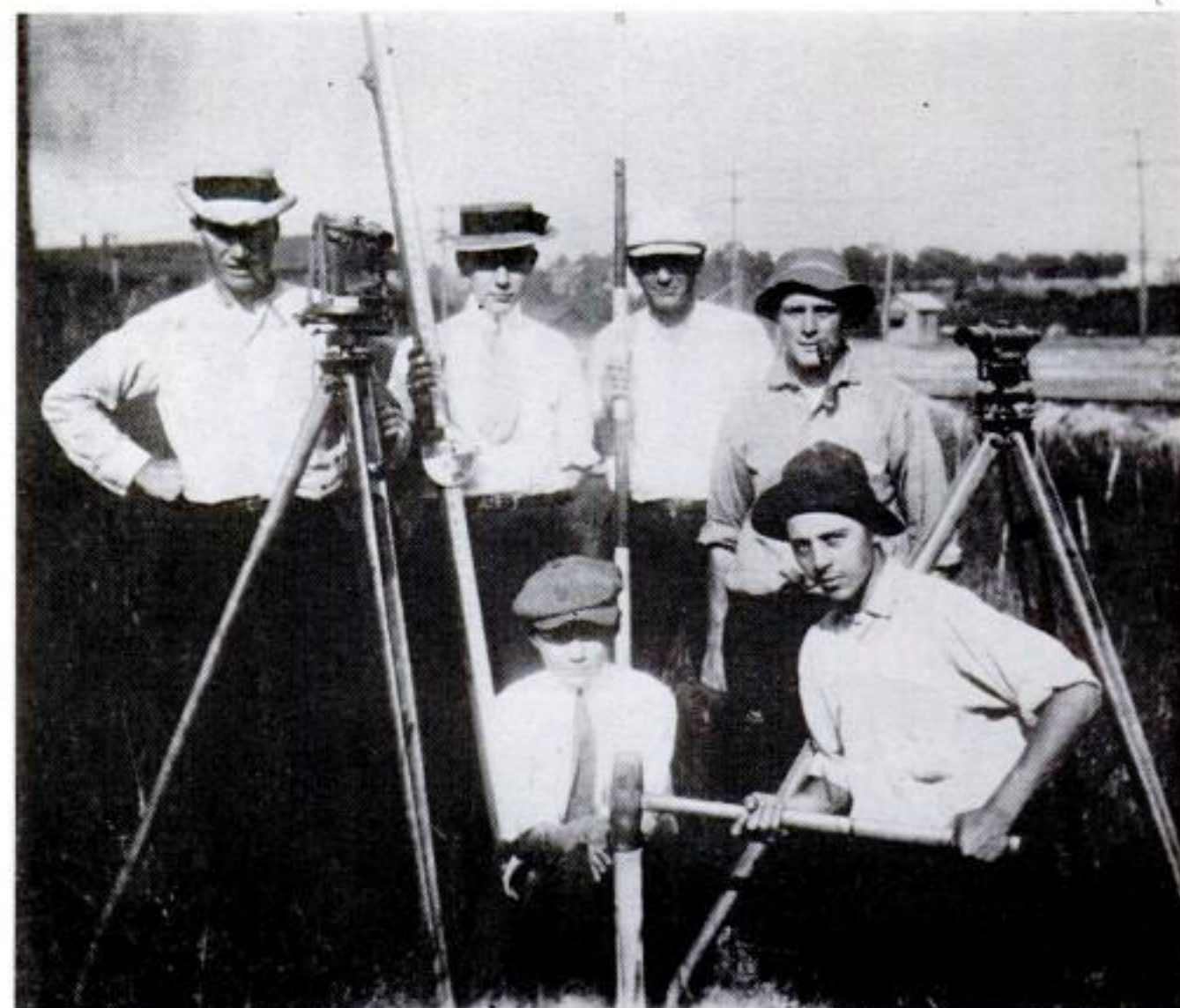
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AS SURVEYOR, Fairless (back row, left) at 23 was member of crew that laid out Central Steel Company in Massillon, Ohio. This was his first job in steel.

FAIRLESS CONTINUED

To handle the financial end of the corporation, they chose an astute Ohio businessman named R. E. Bebb. As head of operations they hired a chemist and steelmaster named Frederick J. Griffiths, who had had a brilliant career with the little United Steel Company in nearby Canton. Griffiths had been in charge of the first heat ever made of chrome vanadium steel, an innovation which opened a whole new era of mass-produced steel alloys, tougher and lighter than ordinary steel. In the project he had collaborated closely with an up-and-coming automobile maker named Henry Ford, who put up the money for the expensive vanadium ore and was at the United Steel Company plant to witness the first pouring. Ford wanted to make his automobiles lighter without sacrificing strength, and chrome vanadium steel proved the answer.

These were the informal days of American industrialization. All work on one big section of the new Central plant was held up for two weeks until the farmer from whom the land had been bought could harvest his wheat crop, as per his agreement with the corporation. I was a mere transit man at \$75 a month until my immediate boss, an itinerant engineer with a weakness for drinking, was absent for a week. Then Mr. Martersteck called me in and asked, "Young man, do you think you could do that job?" I said, "Certainly," although I was not sure at all. "Good. Your salary's \$100." In a phrase we used at the time, I was so happy that I was ready to climb a pole.

As the plant neared completion, Mr. Martersteck said I could accompany him and the rest of the construction crew to Chicago, where another big building job awaited them. I fully expected to take advantage of this offer, but one day Mr. Griffiths, as the operating head of the steel company, called me into his office. "What's this I hear about your leaving?" he asked. "I thought my work was finished." "No, no, not at all, I've been counting on you to stay," he said.

I was both startled and pleased. I had helped in a small way to build the plant. Now I was curious to see how it would operate. I was intrigued by the whole idea of seeing it come to life and start turning out its product.

Mr. Griffiths went on to say, "I'm not going to raise your salary, and in fact I don't even know what your job will be. But there's a job for you somewhere here. The future will have to take care of itself. Are you willing to stay on that basis?"

I said, "Yes," and the die was cast.

By modern standards, the old Central Steel Company was not efficient at all. At the beginning all we had was an open-hearth department, some so-called soaking pits and a blooming mill. We had to buy our pig iron. We converted it into steel ingots in our open-hearth furnaces. We then reheated the ingots to malleable form in our soaking pits, and squeezed them into "blooms" between the rollers of our blooming mill. This was as far as we went. The "blooms," rough shapes of steel six inches square, had to be sent on for further processing into smaller and more useful sizes by mill operators in Cleveland and Detroit.

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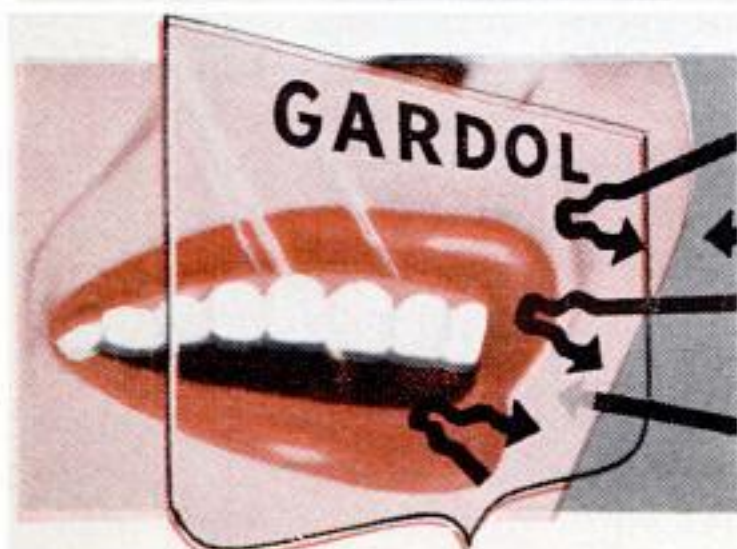
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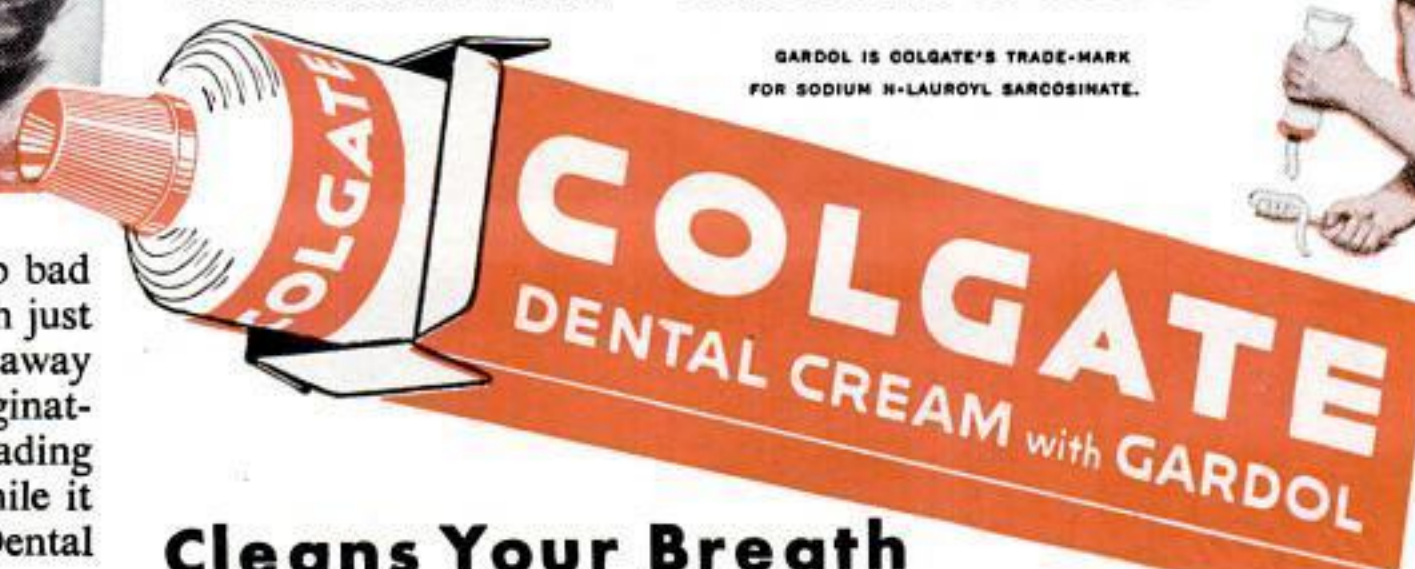


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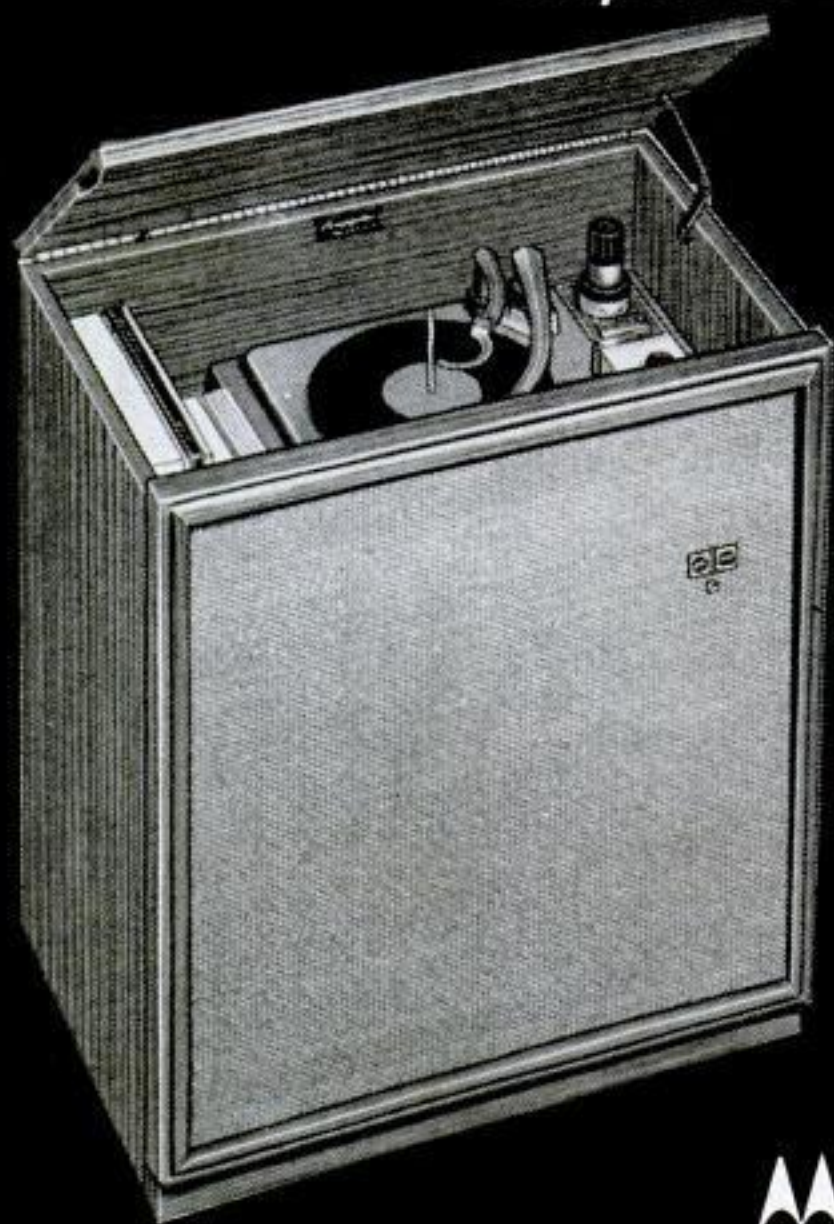
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FAIRLESS CONTINUED

We were small and inefficient, but we had a lot of spirit. At least two or three times a week I went back to the plant after supper for a few hours to learn more about the operations. On Sunday at 6 p.m., when the blooming mill went back into operation after a day out for maintenance, every executive in the place was on hand. Like so much of American industry, we represented the right idea at the right moment in history. We got going just at the start of the automobile age, and our management had the foresight to concentrate on the lighter types of alloy steels which the automobile industry needed. World War I, with its tremendous demand for all kinds of steel, at first for export and then for use at home, kept us busy during the formative years. After that we could hold our own.

Around 1921, Mr. Bebb and Mr. Griffiths had a disagreement over policy, and Mr. Griffiths resigned. I was known, I suppose, as a "Griffiths man," for Mr. Griffiths had hired me and helped me up the ladder, first to the rank of mill superintendent and then to the lofty position of general superintendent of the plant. Mr. Bebb called me on the phone. "Ben, I'd like for you to come up to the office." "All right, Mr. Bebb," I replied, "I'll be there in a few minutes."

When I got there, he said, "Well, Ben, I have bad news for you. Fred's gone." "Yes, I heard about it. I'm very sorry." "How about you, Ben? Are you going to stay?" "Certainly." "I know how you've always felt about Fred. Are you prepared to give your full sympathy to the management even without him?" I did not hesitate. I said, "It's certainly true that Mr. Griffiths is a great friend of mine. I like him and I hate to see him go. But my loyalty is to the company, and as long as I'm here I'll work as hard for the company as I possibly can. If the day ever comes when I don't feel that loyalty, I'll walk out of here myself."

I stayed and everything went on as before. In a few months Mr. Bebb and Mr. Griffiths decided that their friendship was more important than any policy difference and Mr. Griffiths came back. In fact they became even faster friends, and never had another disagreement. It was a great lesson to me. Their quarrel had been none of my business, and in the long run it proved insignificant anyway. By staying out of it, by not taking sides, by remembering that the company was more important than any personalities, I remained good friends with both of them, and the work went on without any friction.

The myth of 'office politics'

WHENEVER I hear a young man complain that he can't get anywhere in his company because he refuses to play "office politics," I think back to that day. I feel much the same way about men who say they have been retarded in their careers because of humble origins. My experience has been just the opposite. It has always seemed to me that people went out of their way to help me when they learned of my modest beginnings. It is my firm belief that the man who says he has been snubbed because of his origin is a man with a chip on his shoulder.

It all depends on how you look at things. For example, I never had a teacher I hated. Naturally I was disciplined just like every other pupil, but I always figured it was my fault that the discipline was necessary. I have also liked every boss I ever had. I always tried to please him and do more than he expected if I possibly could, never less.

I have had some disappointments, times when I greatly wanted a promotion and somebody else got it. But I never figured that I was the victim of "office politics" or prejudice or bad judgment on the boss's part. Instead of sulking or quitting in a huff, I reasoned things out. Obviously the other fellow deserved the promotion more than I did. What could I do to make myself deserving of the next opportunity? At the same time I never got angry with myself for losing and never wasted any time berating myself.

My superiors gave me every chance to develop as fast as I could. After I had served as mill superintendent and general superintendent, Mr. Bebb appointed me vice president in charge of operations at Central Steel in 1921. When we merged with United Alloy Steel Corporation, I was made vice president and general manager. Two years later I became president. In 1930 we were one of a number of companies that merged to form the Republic Steel Corporation, and I became executive vice president of Republic under Tom Girdler. In 1935 the United States Steel Corporation offered me the opportunity to become president of its newly created Carnegie-Illinois subsidiary.

At this point I had to make the hardest decision of my life. Mr. Girdler wanted me to stay at Republic and offered me the

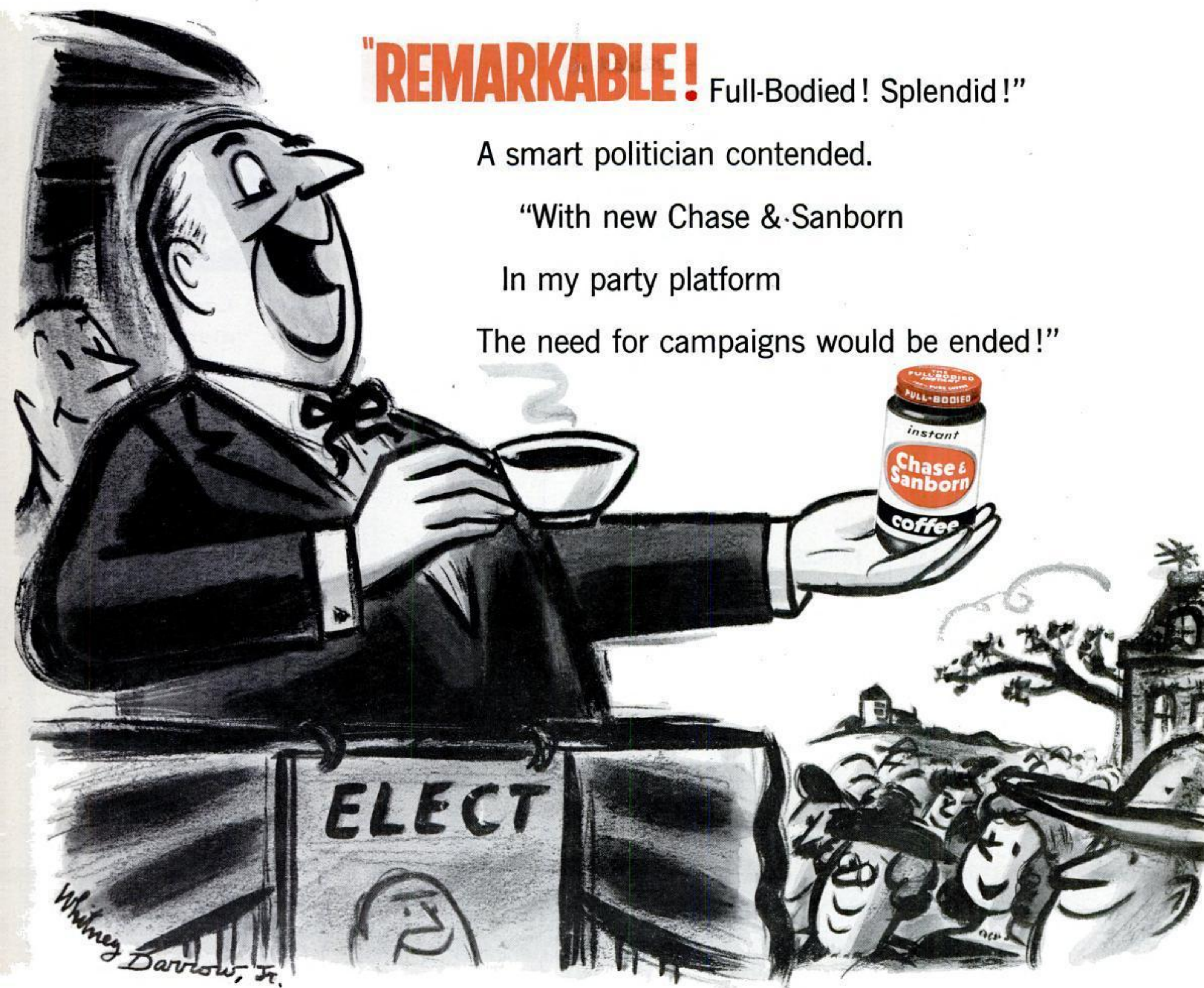
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A SUCCESSFUL MANAGER and vice president of Republic Steel, Fairless had to choose between becoming president of Republic and joining U.S. Steel.

FAIRLESS CONTINUED

presidency at a higher salary than United States Steel was offering me. Should I stay on in the top job at a smaller corporation but one which I knew thoroughly, or should I gamble on a lesser job in a bigger corporation of which I knew nothing? I had not the slightest knowledge of United States Steel's corporate setup, its facilities or its customer relations. I was a young fellow of 45 with many years ahead of me. What if I tried the new job and failed? Or even just got lost in a bigger organization?

It was a bad time for risks anyway. The whole steel industry was in bad shape. All the big companies had barely scraped through the trough of the Depression, living on borrowed money and just managing to keep going in the hope of better days to come. At one time production had been down to 15% of capacity. There had been times when everybody was selling far below cost in a frantic effort to keep some semblance of activity going, when we juggled and juggled our schedules to try to give every worker a little something to do. Even by putting them on a one-day week we still could not find jobs for all.

The United States Steel Corporation had lost around \$130 million from the beginning of 1932 to the close of 1934 and was just making ends meet in 1935. A good many economists were saying that the entire industry, in fact the entire nation, was overbuilt and would have to retrench. Little did the economists—or I—realize then what great expansion and what stupendous accomplishments would take place in the steel industry in the next two decades. Of course, in 1935 many economists and steelmakers were inclined to be bearish about the prospects for the industry, partly because this was the time of the first big drive to unionize the steel plants. This too was to have results far beyond anyone's expectations. I was fated to have many friendly disagreements, and some serious arguments, with John L. Lewis and Phil Murray. It would be an expanding, tumultuous future for management and labor alike, but I leave that for fuller discussion later. At the moment, in 1935, I was faced with a perplexing decision: whether to keep the bird in the hand or go after more birds. I am happy to see, with the benefit of today's hindsight, that I made the right choice.

IN NEXT WEEK'S ISSUE:

THE LEADER IN BIG STEEL

In Part II of his story Fairless tells how he led our largest steel company through the dramatic period of expansion in which American steelmaking became the world's dominant industry, and he gives a behind-the-scenes story of contests with unions that ended in historic labor-management agreements.

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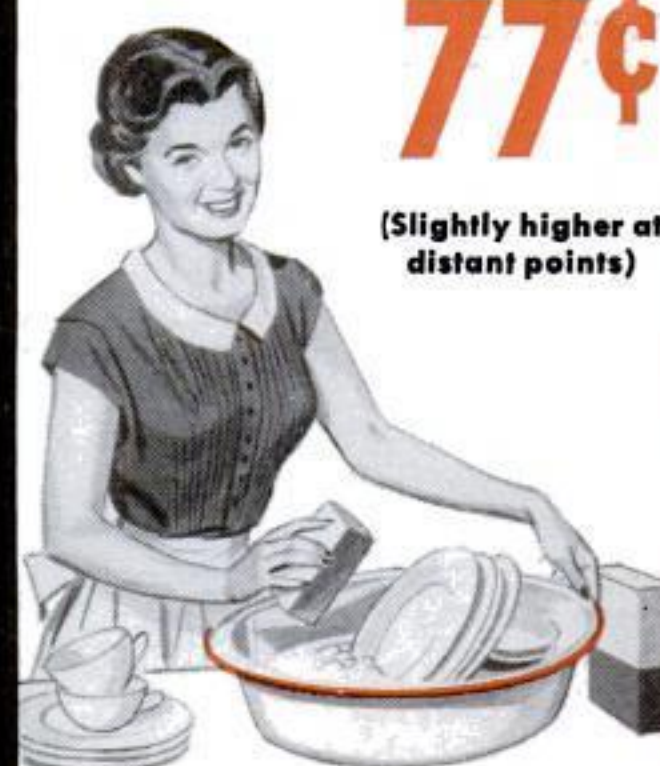
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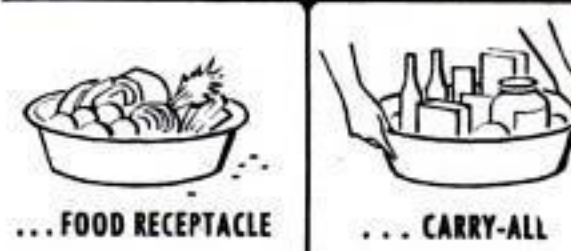
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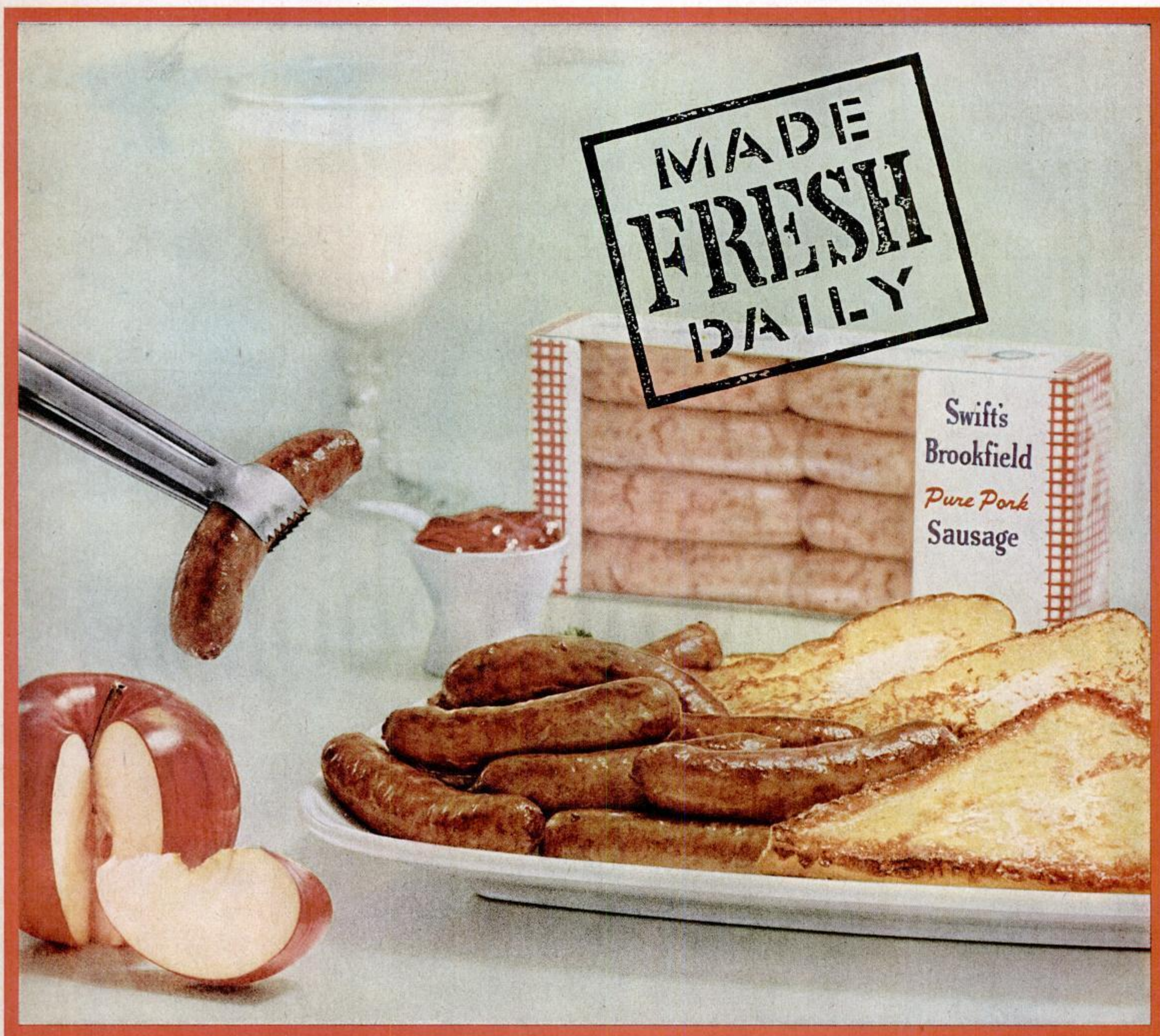
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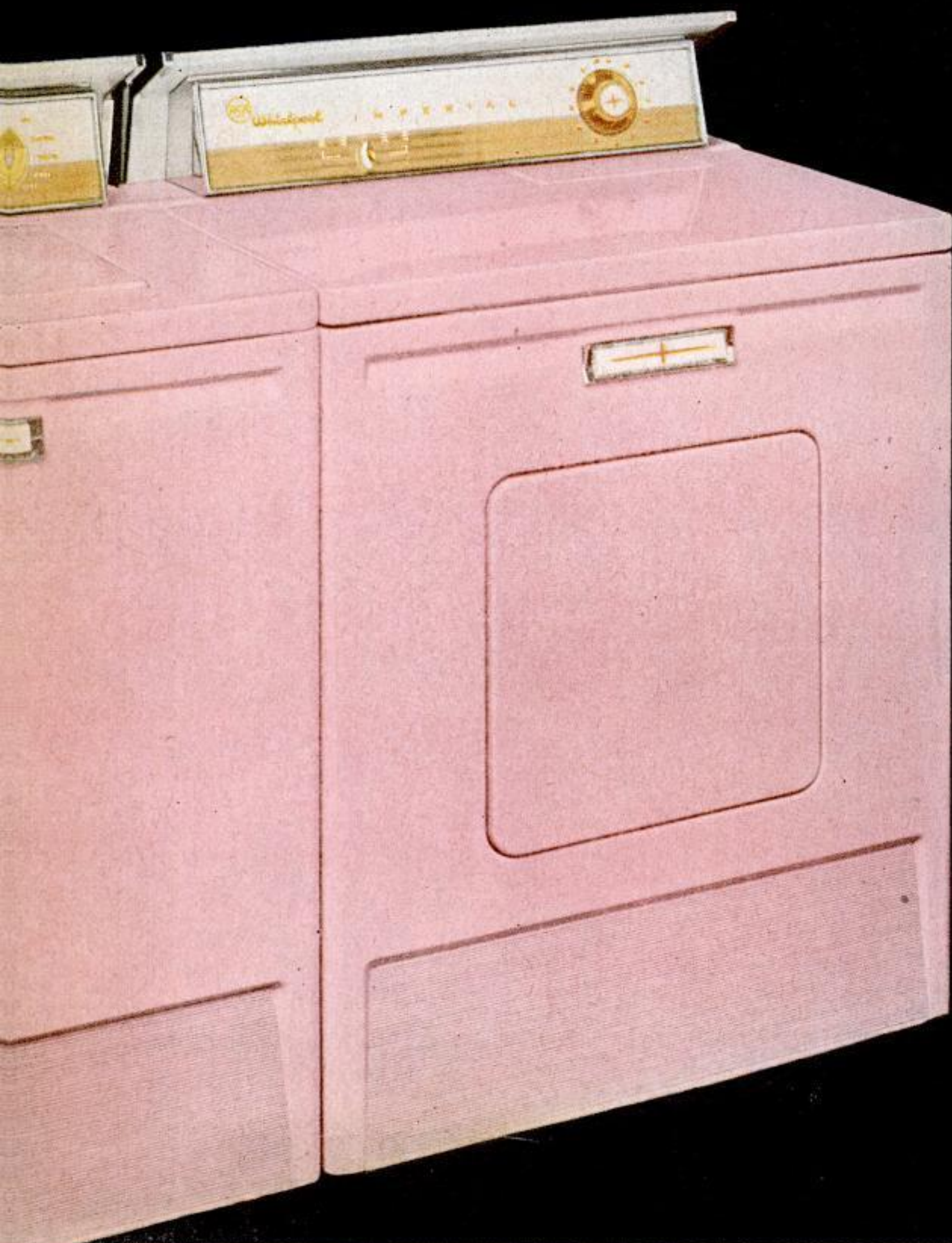


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lamp freshens the clothes. Towels are fluffier. Diapers are softer. Even blankets never mat. Everything you own is sweeter, and easier to iron! See your RCA WHIRLPOOL dealer to learn how easy it is to own this remarkable 5-temp dryer.

Now all-porcelain white—or new Matchmaker colors—green, yellow or pink. The perfect mate to your new RCA WHIRLPOOL 2-speed automatic washer.



AUTOMATIC DRYERS AND WASHERS • FREEZERS
GAS AND ELECTRIC RANGES • ROOM AIR CONDITIONERS

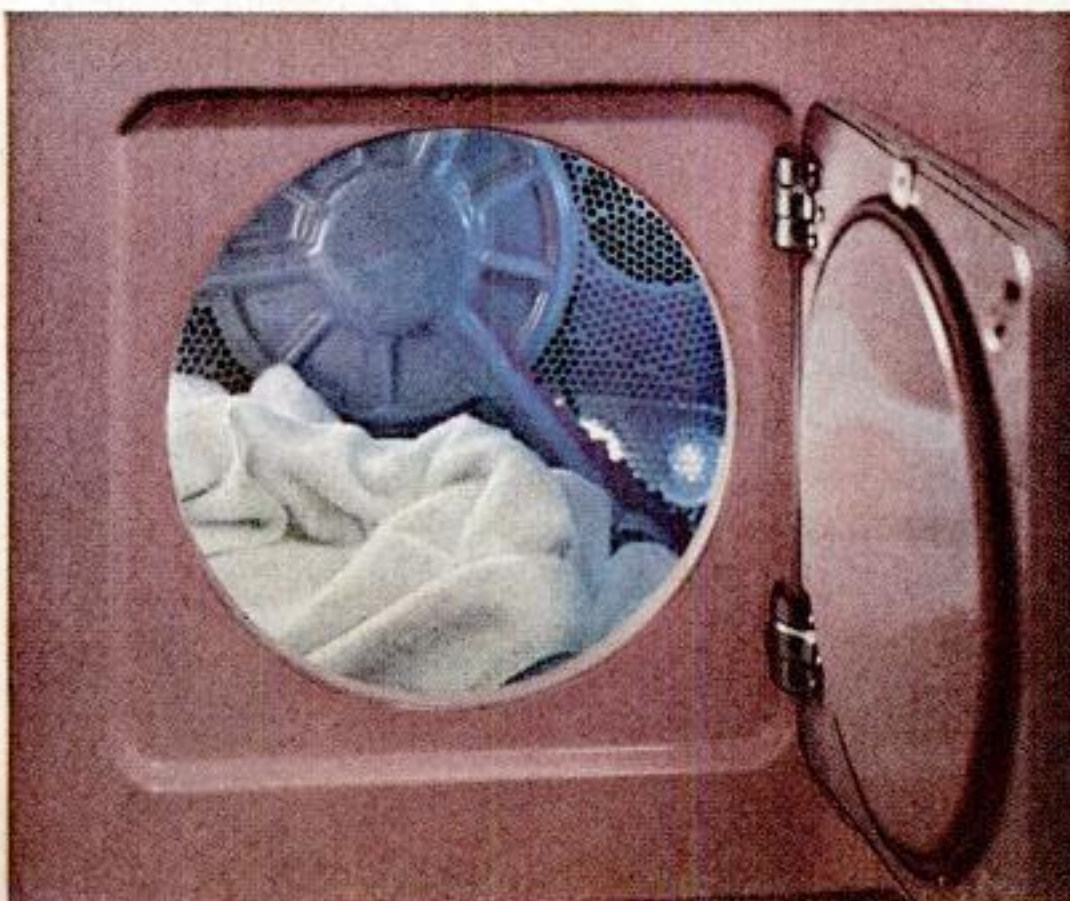
Whirlpool-Seeger Corporation, St. Joseph, Michigan.

(Use of trademark ® and RCA authorized by trademark owner, Radio Corporation of America.)

5 different temperatures—room temperature to 195°. Anything you can wash, you can dry in an RCA WHIRLPOOL automatic dryer.

Built-in Ultra-Violet lamp gives sweetness and fresh-air fragrance to your clothes. All the goodness of the sun, without any of its dangers!

Towels come out of dryer 34% fluffier than sun-dried towels. All clothing comes out softer—more comfortable to wear.





“That’s what I call close!”

Man! How a Schick “25” breezes through tough whiskers! Now you see ‘em—now you don’t! Without irritation, Schick shaves closer than any other shaving instrument made! You have a clean shaven look *Breakfast-to-Bedtime!*

And now it’s at your dealer’s in a choice of colors, \$29.50. Ask about the

14-day home trial and \$7.50 allowance on any electric shaver, any condition.

Start enjoying the world’s closest, most comfortable shaves. Proof? Just feel your face! Schick Incorporated, Lancaster, Pennsylvania.

P.S. Have you seen the breath-takingly beautiful new *Lady Schick*?

Watch “Robert Montgomery Presents”... THE SCHICK TELEVISION THEATRE, NBC, Monday Nights.

SCHICK “25”

First in electric shaving . . . First with Colors for Men

SNOW WHITE . . . in handsome black and silver Travel Case.



BUCKSKIN BEIGE
FAIRWAY GREEN
HUNTER RED . . . in smart grey
tweed Travel Case.

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REAL AND MAKE-BELIEVE BIDDLES discuss play at party given by Mrs. Donald Leas. At left is Authoress Cordelia Biddle Robertson with her brother

Anthony Drexel Biddle Jr. At right is Actress Diana van der Vlis and Actor Dana White who portray Cordelia and brother Tony as they were 40 years ago.

A BIG TIME FOR THE BIDDLES

Comedy about famous Philadelphia family brings forth city's society

The most provocative social event in Philadelphia during the past year was the pre-Broadway opening two weeks ago of a comedy, *The Happiest Millionaire*. The subject of the play was the Biddles, Philadelphia's leading family. Moreover, the play was based on a book about a Biddle, written in part by another Biddle: *My Philadelphia Father*, a biography of Anthony Drexel Biddle, by his daughter Cordelia, and Kyle Crichton. In it Cordelia told of her life with father, a flamboyant man who astonished his neighbors in 1917 by teaching Cordelia to box, keeping alligators in

his conservatory, and training the U.S. Marines in hand-to-hand combat. All in all the play, in which Walter Pidgeon stars, called for a proper celebration. Main Line society turned out for a benefit performance of the show, raising \$7,500 for the Hospitalized Veterans Service. The play was preceded by a banquet (*below*) and followed by a party (*above*) given by Mrs. Donald Leas for members of the cast. Later on the same weekend friends of the Biddles, friends of the theater and friends of charity were united in still another fashionable assemblage (*next page*).

CORDELIA BIDDLE, WHO WROTE BOOK UPON WHICH NEW PLAY IS BASED, THANKS HER FRIENDS AT PHILADELPHIA BANQUET FOR BEING "SO WONDERFUL"





REAL BIDDLE, Anthony, sparred with his oldest son Tony at his summer camp near Atlantic City in 1913, also recruited his butler as a boxing partner.



STAGE BIDDLE, Walter Pidgeon, who portrays Anthony, is bested by jujitsu tricks of Angier Duke (George Grizzard, left) who comes to woo Cordelia.



INTREPID SUITOR in the play, Angier subdues Cordelia and prepares her for elegant wedding which united Biddles with tobacco fortune of the Dukes.

BEDLAM AT BIDDLES' on stage breaks loose as the pet alligators terrorize visiting relatives. Only Cordelia, in her boxing tights, has situation in hand.



IMPROMPTU RECITATION at the Donald Leas party is given by Lou Nova, former heavyweight boxer who acts pugilist in play. Taken by sudden notion, he delighted guests by bombastic version of *Casey at the Bat*.

INFORMAL SUPPER (right) is given by Benjamin Coates (left), an owner of W. & J. Sloane's furniture stores and other companies, talking to guest Edgar Scott. At left is portrait of ancestor, Samuel Coates.



HOST AND HOSTESS at after-theater party are Donald and Fernanda Leas. Mrs. Leas is great-granddaughter of John Wanamaker who founded famous stores. They are joined on stairs by pet monkey Candy, great Danes, General and Blaze.

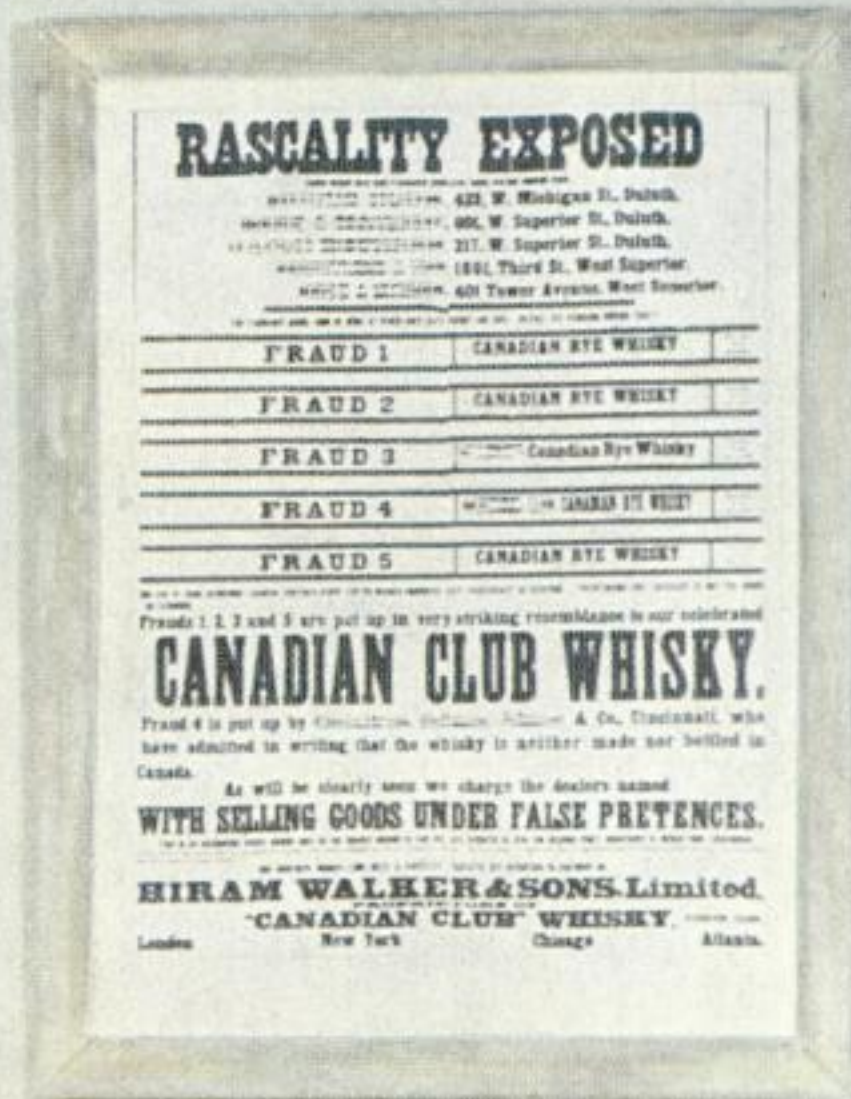


HEELS OVER HEAD IN WORK

In Pacific Beach in San Diego, Calif., speeding motorists brake-squealed to sudden stops in tribute to this tableau. The reason for it was a gasoline sales war. Most station owners cut prices to attract business. But the George Brewer station on Garnet Street went further. Using a dummy and a seven-year-old Buick as props, it illustrated the eager service it was prepared to offer the public. The scene attracted the immediate attention of curious customers who came over to see what was being repaired. But after one exciting day in which hundreds of cars stopped and a couple got bumped from behind, the station returned to its old humdrum ways of doing business.



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this day, no whisky in all the world tastes quite like it. Only Canadian Club has a distinctive flavor that captures in one great whisky the lightness of scotch, the richness of rye, the smooth satisfaction of bourbon. Why not try some Canadian Club tonight?

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